

DOWNTOWN HOPEWELL VISION



JANUARY 14, 2003

DAVIS CARTER SCOTT | HYETT - PALMA | WELLS & ASSOCIATES | LEWIS SCULLY GIONET



DOWNTOWN MASTER PLAN

Adopted January 14, 2003

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John M. Altman, Jr., Director of Development
Margaret G. Innocent, City Planner
Shelby C. McKnight, Planner I

Davis Carter Scott / HyettPalma / Lewis Scully Gionet / Wells and Associates

ACKNOWLEDGEMENTS

Special thanks to the following individuals that participated in the Downtown Revitalization Plan process:

DOWNTOWN REVITALIZATION PLAN PROCESS COMMITTEE MEMBERS

Anthony J. Zevgolios	Robert Marcello
Vanessa C. Justice	Tom Skordas
Peter G. Bine	Kim Pinkleton
Robert Moore	Mike Harman
Kim Pittard	Daniel J. Wetta
Mary Calos	Sidney Tyler
Sally Bedwell	Joan Thompson

COMMUNITY FORUM PARTICIPANTS

Frank Blaha	Jerry Frink	Melva Armstrong	Bill Henry
George Elder	Dianne Frink	J. B. Armstrong	Alvin Flowers Jr
Jack Daniel	Jerrell Sober	Pat Kile	Elesteen Hager
Lewis Stevenson	David Harless	Doug Gollsenon	Terresa Lloyd
Earnest "Bud" Yerly	Paul Karnes	Kit Weigel	Ann William
Ben Bagwell	Anthony Bronst	John Weigel	Claudia Leech
Carol Dean	Fendra Bronst	Alan Archer	Elliot Eliades
Lewis Dean	Alan Pinkleton	Helene Archer	Dianne Smith
BettyLou Arvin	David Earhart	Fred E. Morene	Avon Miles
Ron Caricofe	David Phillingane	Katherine Podlewski	Willie S. Cromeey, Jr.
George C. Cartin	Duke Ellis	Pavlos Michaels	Robert R. Troy
Chuck Koutnik	Wayne Cleveland	Mike Casella	Michael Pritchard
Nancy Treanor	Dr. Terrence Allen	Sandra Booker	Joyce Pritchard
Rudy Sparkman	Jo Turek	Scott Firestine	Leslie Straw
Ralfeal-Nada Peasoel	Cassandra Spencer	Richard Grice	Angela Fleming
Jack Kitchen	Etta V. Sutton	Keith Hayes	Herbert Bragg
Annie Kitchen	Rolf McDaniel	Luann Fortenberry	Margaret G. Innocent
J.R. Lent	Claire Haley	Phil Justice	Luther Swift
Betty Lent	Mark Haley	Katie Jones	Jeff Davis
Mary Calos	James Patterson	John Tunstall	Debra Reason
Pete Calos	Ann Walton	Martin Blaney	Henry Burnett
Barbara Parker	Wayne Walton	Doug Pritchard	Kathy Lloyd
Joe Parker	Debby Bine	Rosemary Pritchard	Toni Davis
Curtis W. Harris	Bruce Lanning	Maggie Slagle	John Southerland
	Nancy Lanning	Rick Pittard	

TABLE OF CONTENTS

Introduction

Overview

The Vision

The Concept Plan

Retail and Restaurant

Office

Residential

Culture, Entertainment and Hospitality



- 1
 - 2
 - 4
 - 5
 - 7
 - 9
 - 10
 - 11
 - 13
 - 14
 - 16
 - 17
 - 19
 - 21
 - 22
 - 26
 - 33
 - 40
 - 45
-

Governmental Facilities

Parking

Traffic and Pedestrian Circulation

Streetscape, Plazas and Open Space

Signs and Banners

Entries/Gateways/Edges

Land Use and Zoning

Urban Design Guidelines

Streetscape

Implementation

Conclusion

INTRODUCTION

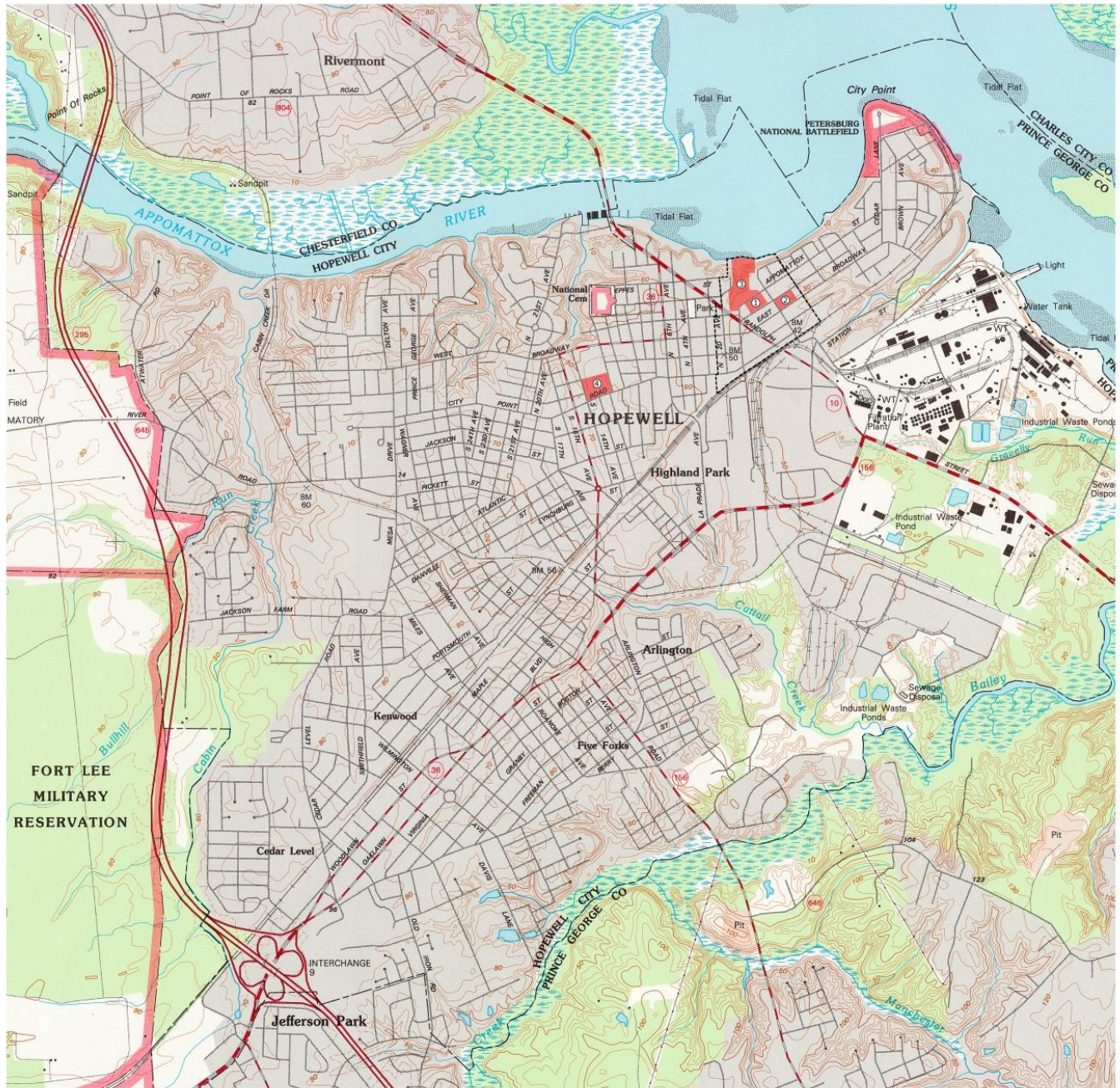
The period since the conclusion of World War II has been a tough time for downtowns across the United States. National chain retailers in shopping centers replaced Main Street's proprietor owned businesses. Fast food largely supplanted the home grown cafeteria and diner. Well intentioned but misguided urban renewal efforts led to the demolition of many buildings to make way for redevelopment that never took place. Other pieces of downtown were lost to provide parking for the ever increasing number of cars. The suburbanization of housing and work places had very negative impacts on downtown's residential desirability and economic viability. It wasn't that nobody cared about downtown, the efforts that almost every community has expended to bring its downtown back is evidence of that. It was more that when it actually came time for people to decide where to spend their time and money it was somewhere else newer and more reflective of the latest trend. Hopewell has experienced each of these phenomena to one degree or another and is now much less than it was 30 years ago.

All this is starting to change. In large cities and small towns there is a renewed interest in living, working and shopping in downtown. This isn't nostalgia, but a growing and significant realization on the part of a large number of people that only downtown or new developments very closely modeled on it can provide the social environment and sense of community that seems to be an intrinsic part of being human.

It is in this context that Hopewell has chosen to undertake a new planning effort for its Downtown. The following plan is the result of extensive inventory and analysis of existing conditions both physical and economic and an intensive series of focus groups, individual interviews and community meetings. HyettPalma, a nationally recognized leader in downtown development, undertook an economic analysis and led the community through a visioning process. Davis Carter Scott, a prominent architectural and planning firm, provided overall supervision of the effort, prepared the master plan and did the physical analysis. Wells and Associates (traffic and parking) and Lewis Scully Gionet (landscape architecture) provided valuable information and insights in their respective areas of expertise. HyettPalma's and Wells and Associates reports are published separately, but their principal conclusions and recommendations are included in this plan. Finally, but most importantly, the City Council, staff and citizens of Hopewell devoted considerable time and energy in developing this road map for the future of Hopewell.

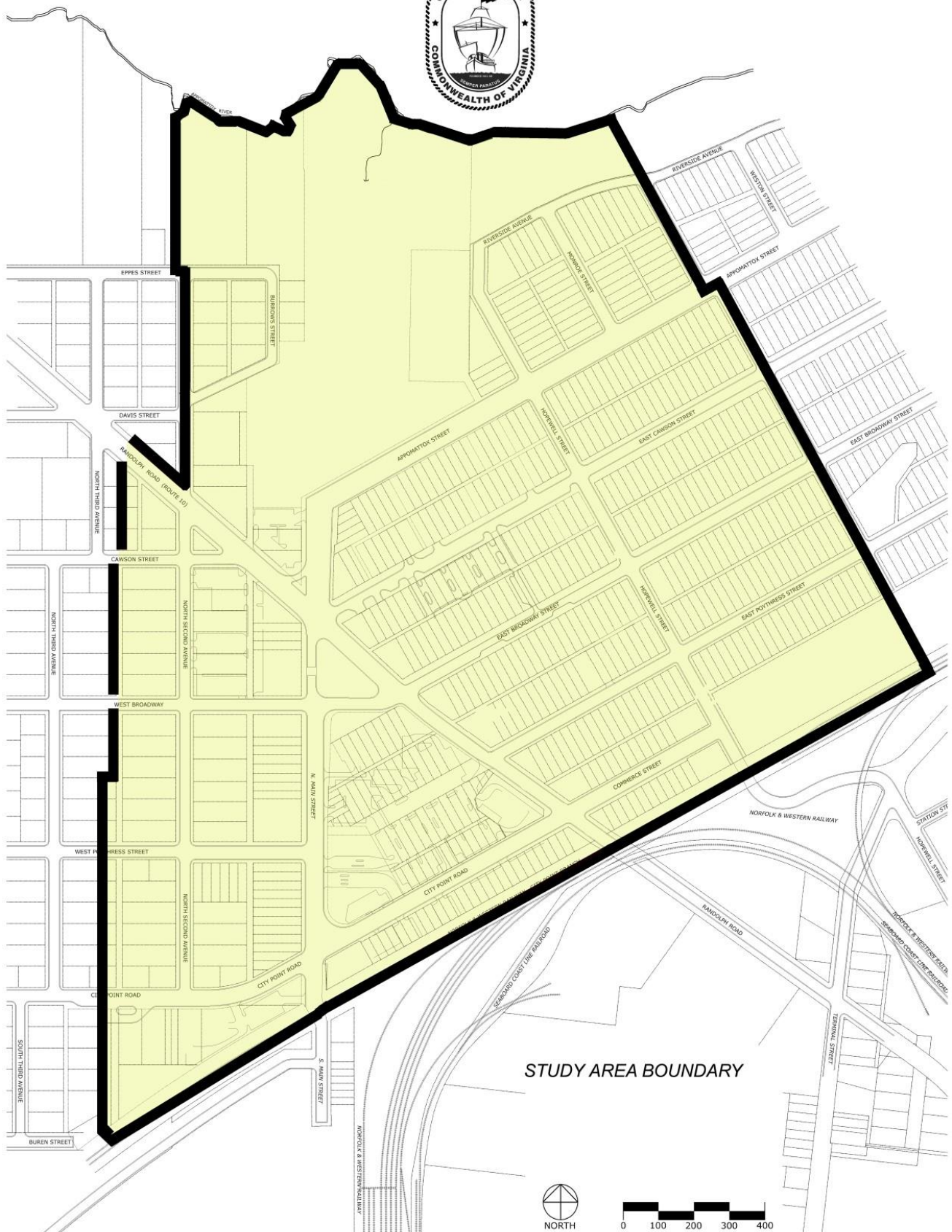
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STUDY AREA BOUNDARY

OVERVIEW

Downtown Hopewell is in many ways reflective of downtowns in similar sized cities throughout the country. While remaining a governmental center it has seen a steady erosion of its retail and restaurant base, largely due to competition from shopping centers and chain retailers located elsewhere. For a variety of reasons, a considerable amount of land has been devoted to surface parking resulting in significant gaps in the streetscape. This transformational process has been occurring for several years and has resulted in a downtown that, while retaining some of its original charm and vitality, is no longer the center of life and commerce it once was.

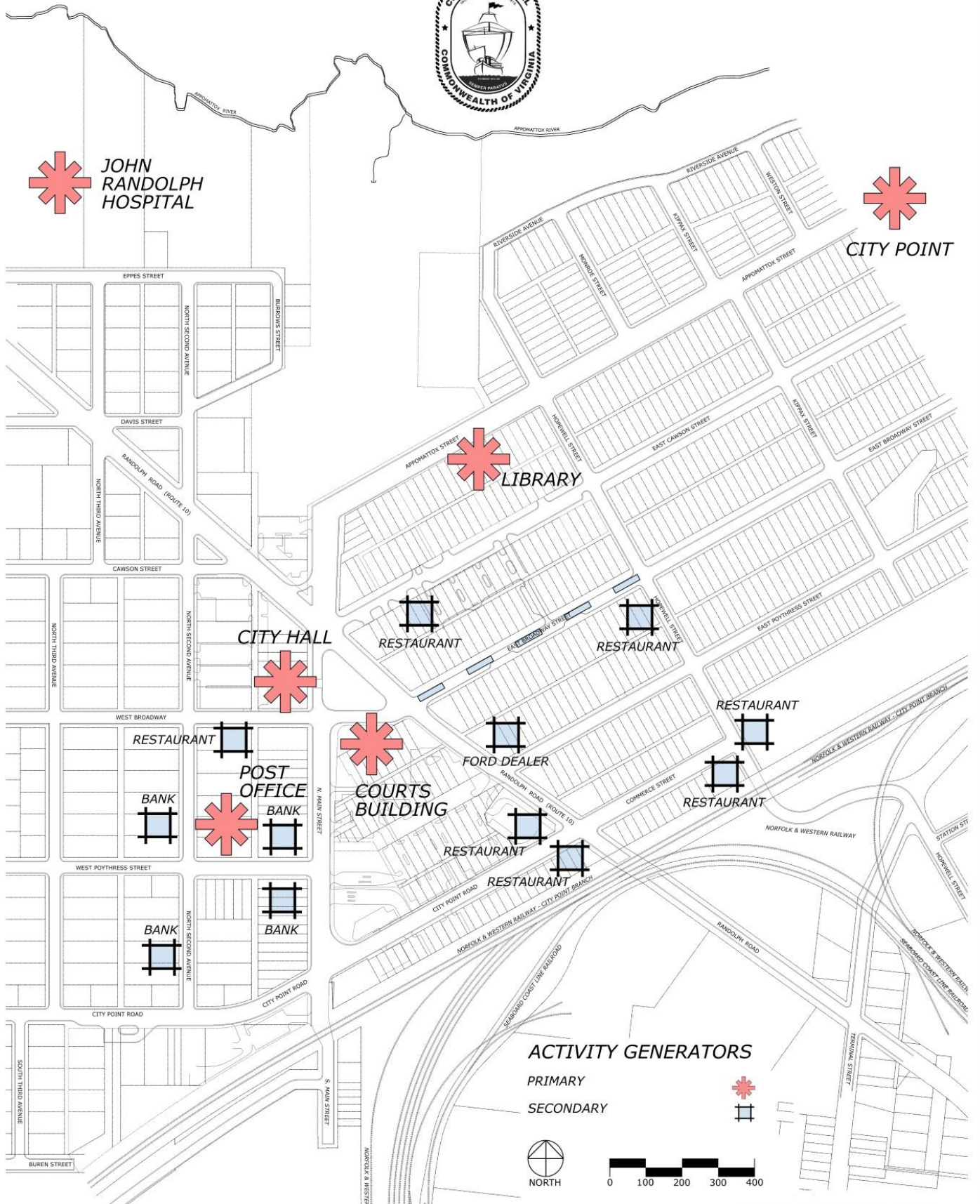
ASSETS

Downtown has a number of building blocks upon which the future can be crafted. Downtown is easily accessible from other parts of the City and from I-295 and other major highways. It is located close to a major metropolitan area and other population centers that can provide additional visitors and customers. Because of the wealth of historic resources located in and around Hopewell, the City is well positioned to take advantage of the growing interest in cultural tourism. The Beacon Theater has the potential for drawing large numbers of people back into downtown. The largely intact retail blocks along Broadway and the attractively renovated line of buildings along Main Street are resources that many cities do not possess. There is a nucleus of antique shops that could provide the basis for a unique retailing niche and the office market is relatively strong. Having river frontage in the Downtown and being in close proximity to the confluence of the Appomattox and the James Rivers open considerable possibilities for encouraging tourism and day visitors. The City is already in possession of most of the key redevelopment sites that figure prominently in Downtown's future. Both the City, through aggressive land assembly and the construction of municipal facilities, and the private sector, notably the land owners along Main Street and the banking community, have made considerable investments in recent years. The redevelopment of the Firestone site will have a positive impact on Downtown by drawing customers that would otherwise not be exposed to area merchants. Lastly, there is a very evident interest and eagerness on the part of the local government, business community and residents to move forward in bringing new life to Downtown.

DRAWBACKS

Despite these attributes, Downtown faces a number of challenges. Most notable is the lack of physical cohesion created by Randolph Road and the large number of unlandscaped surface parking lots. There is not enough depth in either the retail or restaurant sectors to make Downtown a destination. Also, other resources such as hotels and meeting facilities that could draw additional business for Downtown merchants are lacking. Major assets such as the Beacon Theater and the Appomattox River are not usable at this time. While residential areas exist in close proximity to Downtown the connections to them are weak and much of the limited amount of residential in the core is in poor condition. Linkages to other economic drivers such as John Randolph Medical Center are also lacking. Broadway, while it has considerable potential as a retail street, does not achieve a critical mass of activity. Downtown does not sell itself well either in terms of the impression created at major entry points or through its wayfinding and commercial signage.

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CONTEXT

Downtown Hopewell is located to the east of the majority of the city and, in some ways, is a demarcation point between Hopewell's residential and commercial areas and the industrial sector. The area is a short distance from the I-295 and Route 10 interchange. Although bordered on the north by the Appomattox River, there is no direct connection or access to that asset nor are there any recreational facilities associated with the river. Major historic and recreational resources, most importantly the City Point unit of the Petersburg National Battlefield located at the confluence of the Appomattox and the James, are in close proximity but are not well connected into the central business district. This is also the case with John Randolph Medical Center. The rail line that forms the southern boundary of Downtown is at grade at its intersection with Main Street thus forming a barrier between Downtown and the redevelopment proposed for the Firestone site.

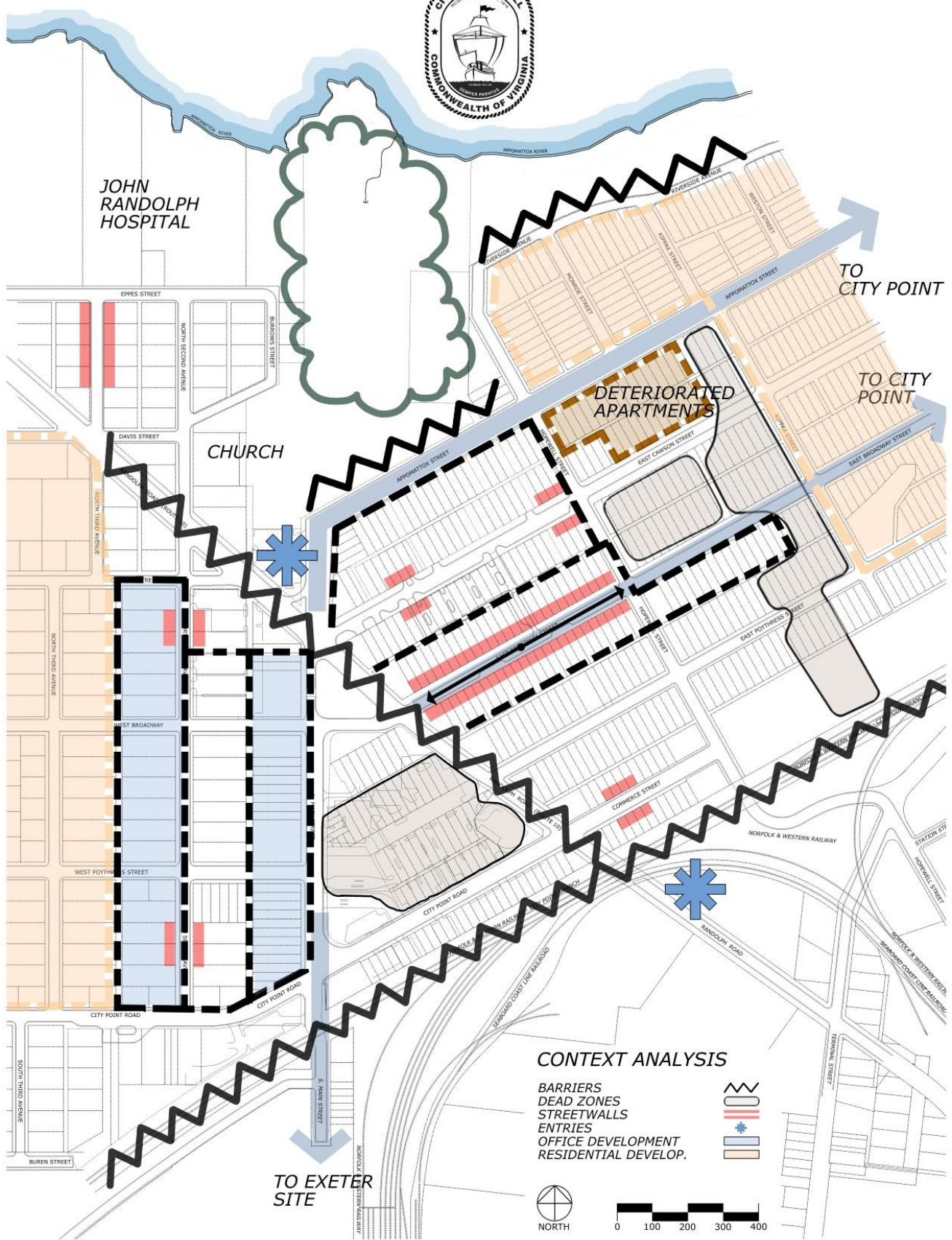
PHYSICAL ANALYSIS

In order to provide an accurate picture of Downtown Hopewell, the planning effort began with and extensive inventory and analysis of existing physical and economic conditions in Downtown. A brief summary of the findings follows. A more complete discussion on specific components of Downtown is contained in the individual sections.

Downtown Hopewell is a compact area with generally well defined boundaries bisected by Randolph Road, a major artery. This condition creates essentially two downtowns, east and west. Both areas have significant amounts of land devoted to surface parking which interrupts the continuity of the area. The east also has large amounts of vacant or under utilized land which further exacerbates this situation. The overall pattern is one of long, relatively narrow blocks on the east side with more conventionally configured street patterns on the west further dividing the two areas. The separation between the two sides of Randolph Road is further compounded by the fact that the street grids of each are at different angles, neither of which relates well to Randolph Road. Only one block, Broadway Street between Randolph Road and Hopewell Street, has a relatively continuous line of buildings on both sides of the street. There are very few other places where buildings face buildings. This tends to make walking less interesting and the area as a whole less visually appealing. The west side of Main Street does present a generally continuous line of buildings but the Courthouse and the branch banks across the street have almost no relationship with these buildings. Most of the existing buildings within the study area are have masonry facades, are 1 to 3 stories in height and appear to be generally in good condition with the exceptions being a group of residential buildings mentioned elsewhere. There are several good examples of early 20th century commercial design, possessing decorative cornice and brick work detailing of architectural interest.

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THE VISION

The goals of this planning effort were defined in a visioning session open to the entire community that was held early in the planning process. The participants defined the Downtown Hopewell of the future as a place that is:

- A thriving hub for locals and tourists and that has an enticing variety of great businesses and a lush and vivid history.
- A historic downtown that is vibrant and cosmopolitan, offering up to date shopping, dining and entertainment.
- A downtown where business owners provide great personal service and make each customer feel special.
- A downtown that boasts an operating vintage theater, a state of the art library, great places to live and a beautiful waterfront
- A National Register Historic District where something is going on all the time – shopping, dining, theater, arts, festivals – making it fun and safe for the whole family.
- A downtown of strong people with good character, who work together, put the past behind them, show great pride in their businesses, buildings and homes and make Downtown Hopewell dynamic.

The objectives listed below constitute the principal actions necessary to achieve this vision. More than goals, they are the foundation upon which the specific recommendations found elsewhere in this plan are based:

- Provide strong linkages between Downtown and the Appomattox River as well as major assets such as City Point, John Randolph Hospital and the Firestone site.
 - Improve the appearance of existing buildings and introduce new buildings that relate well to one another and that exemplify good architectural and urban design practice.
 - Increase the number and quality of housing units in a variety of styles and price ranges.
 - Create a cultural center comprised of the Beacon Theater, the new library and other institutions.
 - Knit the east and west sides of Broadway into a cohesive whole.
 - Restructure, expand and enhance retail and restaurant businesses.
 - Provide public plazas and other gathering spaces that are attractive and useable.
 - Enhance entries and provide high quality streetscape improvements.
 - Expand the daytime population by encouraging the development of additional office space.
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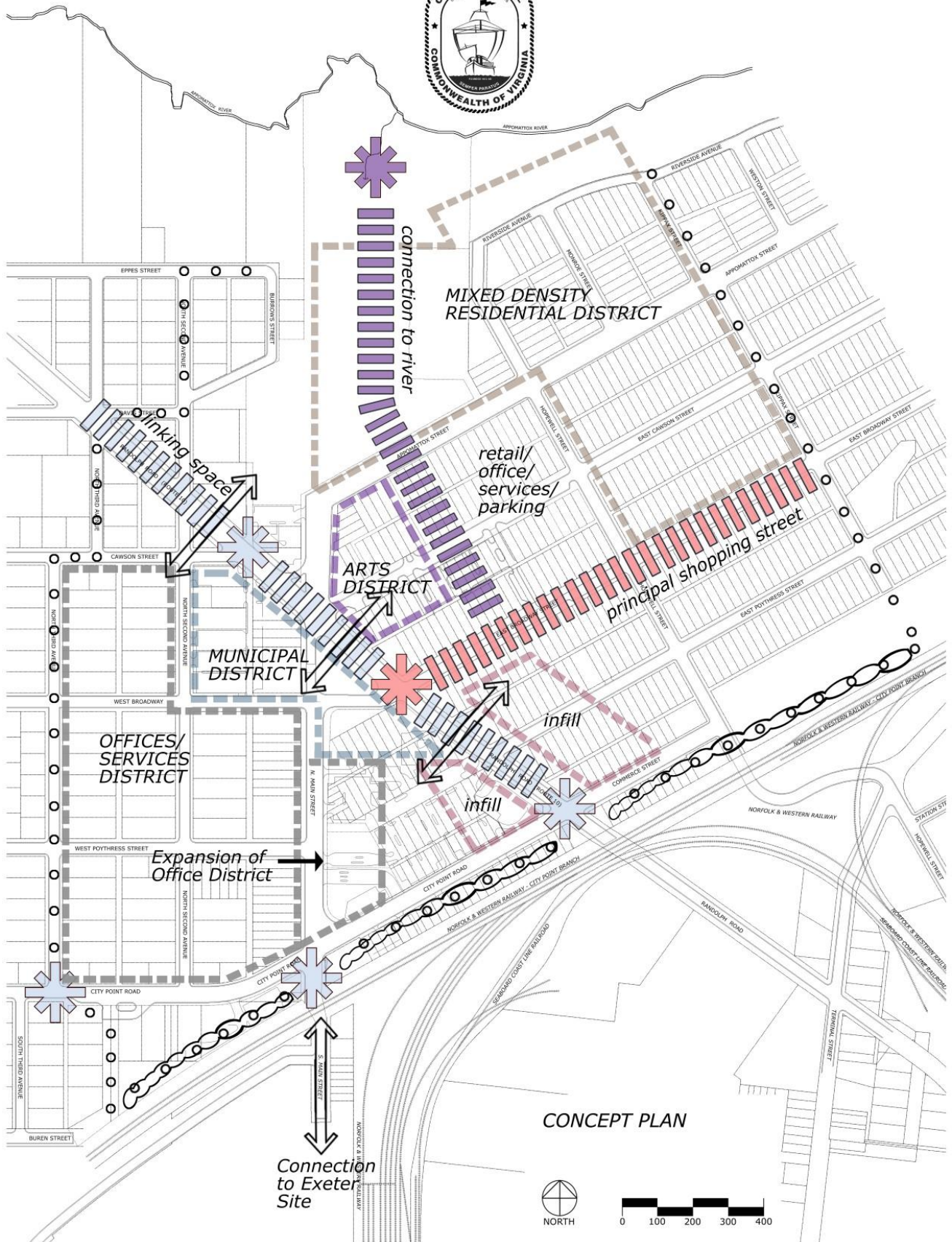
THE CONCEPT PLAN

The Concept Plan illustrates the physical changes necessary to achieve the vision and objectives. The criteria and concepts contained in this section are broad in scope and are meant to define the general parameters to be considered when developing individual projects. More specific recommendations are advanced elsewhere in the Plan.

1. **Broadway** – Broadway will be the retailing center in Downtown and will be a vibrant street attractive to locals and visitors alike. Store fronts will be renovated with attractive signage and awnings and architectural details will be preserved and enhanced. There will be a greater range of retail offerings and the retail frontage will be extended on both sides of the street to Kippax Street. Gaps in the street front will be filled in with attractive buildings that maintain the flavor of those existing. Special attention will be given to the intersection of Broadway and Randolph in order to establish an attractive gateway that will lure customers to downtown businesses.
2. **Randolph Road** – Extensive streetscape improvements will be undertaken on Randolph Road to visually narrow the street thereby reducing speeds and making the road feel more like a boulevard. Raised crosswalks and other devices will also slow traffic and make crossing the street easier and safer. Street trees, banners, new lighting and other street furniture will make Randolph Road a beautiful front door to all sections of Downtown. These and other improvements will result in Randolph becoming a unifying element as opposed to a divider that also makes a much better connection between Downtown, John Randolph Medical Center and other areas to the west and north.
3. **Arts District** – The renovation of the Beacon Theater, the new library and other cultural and entertainment uses that will be attracted to the area will create a unique cultural and arts center for Downtown that will act as a draw to residents and visitors alike. The area will have a distinct architectural character and will be a place making area for Downtown. A new street fronting on the library will connect Broadway through the Patrick Copeland site to the Appomattox River and will provide a second retail area. A parking deck will provide the necessary parking not only for the arts district but for Broadway as well. By relocating Appomattox Street a distinctive plaza adjacent to the Beacon will be created that will be designed to accommodate civic gatherings and performances as well as provide a proud entry into Downtown.
4. **Patrick Copeland Site** – The existing building will be replaced by a hotel and new housing. The hotel, in conjunction with the Beacon, will be able to host conferences and meetings. The residential will be mid-rise units and will greatly expand the number of residents living in Downtown. The new street that runs through the development will provide a handsome connector from the River into the rest of Downtown. This road will terminate in a restaurant, belvedere or other amenity that will allow people access to the River and a way to stop and enjoy the vista. The river edge itself will become part of a larger system that allows Hopewell to celebrate its advantageous location. If possible, the small bay adjacent to the site will be dredged to allow for the construction of another marina that will enable boaters on both the James and Appomattox the opportunity to visit Downtown.

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PERSPECTIVE



5. **New Housing** – In addition to the housing that will be built on the Patrick Copeland site, additional housing will be constructed on the site of the Conway Apartments and the Food Lion grocery store. This will provide for a mix of affordable and market rate housing, both townhouses and apartments, in order to assure a diverse range of housing options within Downtown. These additional residents will add considerable vitality to downtown, making it more of a living community and, along with the cultural center and expanded retail, extending the number of hours per day that Downtown is active.
 6. **Civic Center** – The creation of the Civic Center will not only provide much need additional space for city government operations but will also allow for the development of an effective visual termination for Broadway. The site will also terminate Main Street, the principal connector to the Firestone Site. This site will also afford the opportunity to develop private market office space at a prominent location that will be attractive to attorneys and other professionals.
 7. **Entries and Edges** – In addition to the entry that will be created next to the Beacon Theater, the other principal entries into Downtown will also receive special treatment. This will include, as appropriate to the given location, the use of public art, landscaping, special signage, distinctive architecture, flag arrays and other elements. These improvements will create a positive first impression, foster a sense of entry and reinforce Downtown's identity for Hopewell residents. Downtown's edges will also receive special treatment in order to help establish positive boundaries for the area. Landscape and other treatments will be used to buffer Downtown from the railroad.
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RETAIL AND RESTAURANT

Most of the approximately 294,000 square feet of retail and restaurant buildings in Downtown Hopewell are pre-WWII era structures located either along Broadway or Main Streets, both of which have a strong retail identity because of the nature of these buildings. However, only the block of Broadway between Randolph Road and Hopewell Street has businesses facing businesses, which is the most desirable form for successful retail and restaurants. Much of the retail space along this portion of Broadway is taken up by antiques or resale businesses. In addition, there are not enough of these businesses for there to be a threshold that would make Hopewell a destination for that type of shopping. There are also notable gaps in the availability of retail offerings with very little clothing, limited numbers and types of restaurants, no drug or grocery store or other types of shops that would typically exist in a more successful downtown. The high number of vacancies is an indicator of the overall condition of retailing but this also offers excellent opportunities for recruiting new businesses as Downtown becomes more active and exciting. The general quality of the retail buildings is very good and will improve as merchants begin to undertake signage and façade improvements. Visibility into the two main retail areas, Broadway and Main Street, is a problem because the former intersects Randolph Road at an angle that results in poor sight lines from motorists and the latter is not readily visible from Randolph Road. The advent of the proposed “big box” retailing on the Firestone site will increase the amount of shopper traffic in the vicinity of Downtown and, if effectively marketed to could, increase the patronage of Downtown businesses. The Downtown Plan proposes that the ultimate build-out of the area should be approximately 280,000 square feet of retail development and approximately 190,000 square feet of food and restaurant uses. Further details regarding retail and restaurant conditions and proposals can be found in the HyettPalma report which is published separately.

The following actions should be taken to enhance and expand retail and restaurant opportunities and offerings in Downtown.

1. Develop a façade renovation program, including signage and awning improvements, for existing retail buildings and for other buildings that have a retail component. Such a program should provide incentives for building improvements through low interest loan programs, real estate tax abatements as provided under Virginia law, free design assistance for businesses and owners interested in upgrading their buildings/businesses and/or institution of a matching grant program.
2. Provide technical assistance to business owners interested in enhancing window displays and interior merchandising.
3. Encourage business owners to offer the highest possible quality and variety of products and services.
4. Seek to establish business hours that are conducive to meeting the needs of each business’s customer base. On an experimental basis designate and promote one or two nights per week when businesses stay open to an agreed upon time.
5. Establish a business referral program whereby Downtown businesses are able to direct customer to other businesses in the area.

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EXISTING



RENOVATED

STREETSCAPES

6. Establish a list of vacant retail spaces and/or properties suitable for retail development that includes the size of the space/parcel, appropriate use and owner or broker contact information.
 7. Extend retail on both sides of Broadway between Kippax and Hopewell Streets as redevelopment occurs. Also provide new retail space along the proposed Copeland Street and in other good locations that will be created as Downtown redevelops.
 8. Develop an internal and external outreach program for business recruitment. The first target for this should be to bring a new use to the Butterworth's building.
 9. Institute a comprehensive marketing campaign that includes the publication of a shopping, dining and business brochure, continuing the existing special events program and designating one or two of these festivals as "signature events".
 10. Ensure that strong connections are made between Downtown and the shopping center to be constructed on the Firestone site.
 11. Discourage the display of merchandise on Downtown sidewalks, while encouraging attractive vending carts and outdoor dining.
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OFFICE

Office development, though limited to approximately 201,000 square feet, is one of the most successful market sectors in Downtown. There is very little vacancy and almost all of the buildings are new, recently renovated or otherwise in good condition. Institutions such as banks and the John Randolph Foundation have been especially active. However, a significant portion of the office users, especially in the east section of downtown are social service agencies. A larger market for office buildings would exist, especially for professionals, except that current zoning allows for the conversion of residential buildings adjacent to Downtown to office. This practice not only reduces the demand for office space which would help fill come of the gaps in Downtown's fabric but also negatively impacts the character of adjacent residential areas. Expansion of the office market and creating better links between the office center and the retail areas along Broadway is a critical component to Downtown's future success. Increasing the number of workers will expand the market for Downtown goods, services and restaurants during a critical period of the sales day and help foster increased viability for these businesses. As Downtown is reinvigorated and additional demand is created or captured, as much as 368,000 square feet of additional office space, both private and governmental, can be accommodated in the area. This would bring Downtown's total office market to 569,000 square feet.

1. Actively seek a user or developer for the office buildings at City Hall as shown in the Civic Center Plan.
 2. Encourage the development of additional office space in Downtown either in stand alone buildings or in mixed use projects with retail on the ground floor.
 3. Create and regularly update a list of properties and spaces suitable for office development.
 4. Actively work with potential office users such as John Randolph Medical Center or office developers to make them aware of development opportunities.
 5. Encourage the use of second story space along Broadway and other two level buildings with ground floor shops and restaurants for office.
 6. Encourage the replacement of existing commercially used residential buildings residential buildings with commercial structures.
 7. Modify the Zoning Ordinance to prevent the conversion of residential structures to commercial use.
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RESIDENTIAL

A strong housing market located both within and immediately adjacent to a downtown is one of the major components of any successful urban area. Residents not only provide a built in market for goods and services and extend the sales hours of shops and, especially restaurants, but also, by their very presence, make the area more active and vital. Having people who live and own in downtown, also increases the number of stakeholders with a vested interest in seeing the area improve and prosper. One of the principal thrusts of this plan is to identify opportunities to expand and enhance the supply and quality of residential development within Downtown Hopewell. While single family neighborhoods are located to the east and west of downtown the connections into the commercial area are weak or unattractive. The majority of the housing that exists within the study area boundary is located in the eastern section of Downtown and is subsidized in some manner or is below market rate. Much of the multi-family housing is also in deteriorated condition and, because of this, has a negative impact on the overall investment climate. With only 200 units of housing within the study area, the synergies between retail and residential that has proven to be a key component of most successful downtowns are lacking. The end result is that the Downtown housing market, as currently configured, does not provide enough opportunities for persons of all income levels who would like to live in Downtown to find appropriate housing whether as a condominium or upscale rental. Increasing the amount, variety and range of housing options within Downtown would bring considerable additional vitality into the area, provide a boost for retail and restaurant and help create the conditions for further redevelopment.

The strategies listed below are meant to address current housing issues in Downtown and to provide direction for future housing development:

1. Actively encourage through incentives, creative structuring of ground leases, land write downs and other methods, the construction of new housing at the locations and densities shown on the Illustrative Plan.
 2. Provide a variety of housing types and prices in order to appeal to the widest possible spectrum of potential Downtown residents. Such housing should include townhouses and mid and high rise market rate and market rate plus condominium or upscale apartments.
 3. Encourage the inclusion of loft type housing in the second floors of retail buildings on Broadway and elsewhere.
 4. Develop replacement housing as part of mixed income projects for the units in Cornez Manor and Conway Apartments.
 5. Make the connections to the adjacent neighborhoods more attractive through streetscape and lighting improvements in order to encourage greater use of Downtown's amenities.
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WATERFRONT HOUSING SITE PLAN

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PROPOSED WATERFRONT HOUSING STREETScape

CULTURE, ENTERTAINMENT AND HOSPITALITY



Downtown is traditionally the center for culture, entertainment and hospitality businesses, such as hotels and restaurants. These uses and activities not only provide considerable vitality to an area but also help cement a downtown's place as the center of community life. Hopewell, through the renovation of the Beacon Theater, replacement of the Library and development of additional cultural, lodging and entertainment resources, has the opportunity to create an Arts District that would be the envy of many other cities and towns.

The Beacon Theater is a tremendous asset for Downtown. Not only is this a landmark structure but its location at a key entry point into the area gives it a special significance. However, the extended period of time that it has taken for the renovation to be completed and the obvious lack of construction activity creates a negative impression. The streetscape improvements that are about to be undertaken will help remedy this, but a less visually intrusive means of securing the site until further construction is underway would be of great benefit. This is especially true for first time visitors because the construction fencing could just as easily be for a demolition project.

The other significant cultural facility in Downtown is the Library whose building is sorely in need of replacement. The Library Study proposes that the library be replaced with a new structure next to the Beacon Theater. This building would have a significant civic presence in terms of its size and design and would make a major contribution to Downtown's vitality. In addition to the Beacon and the Library, there has been interest in developing other cultural facilities in Hopewell including an Industrial Museum. Another possibility would be a Black History Museum that could be located adjacent to the cemetery on Appomattox Street. Although, not located precisely in Downtown, City Point and other nearby sites of historic interest also contribute to Hopewell's potential in this arena.

Although, entertainment is generally limited to activities at the recreation center and whatever live performances are available at area restaurants, Hopewell does enjoy several established and successful festivals as well as a community concert series. The proposed plaza in the Arts District would provide a superior venue for the existing festivals and performances and for other events that could be developed over time.

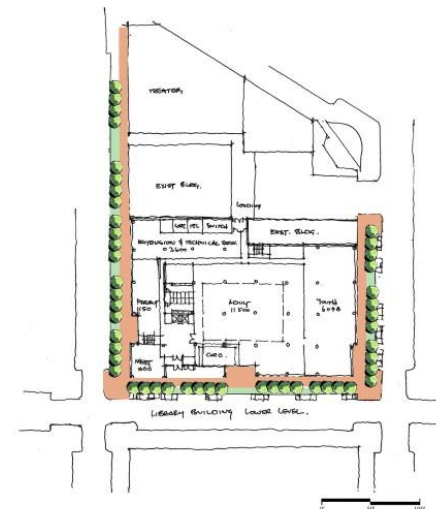
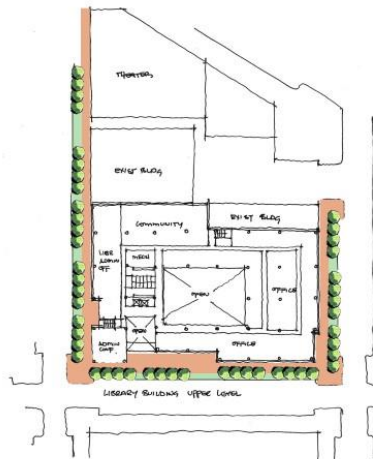
The lack of a hotel and other meeting facilities prevents Downtown from capturing hospitality business generated by local industries or institutions, such as John Randolph Medical Center. The presence of such historically significant sites as the Bermuda Hundred and City Point would also indicate that a hotel could provide lodging for tourists as well. The Plan proposes that a new 150 room hotel with conference facilities be developed adjacent to the Arts District on the Patrick Copeland site. This location would enable the Beacon to provide a venue for large, hotel centered events and allow the hotel to provide rooms to help support functions at the Beacon, making both more viable.

The recommendations below build upon the positive steps that have been taken to date and provide for the expansion of this segment of Hopewell's cultural and entertainment amenities:

1. Complete the renovation of the Beacon Theater as soon as possible. In the meantime, find a less intrusive way of securing the building than the current construction fencing.

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POTENTIAL NEW LIBRARY

2. Reconfigure the Beacon's block as shown on the Illustrative Plan to provide for an outdoor performance/plaza space as well as a location that can accommodate the new Library.
3. Develop the new Library as a part of the Arts District.
4. Encourage the creation of additional cultural and entertainment amenities in or near the Arts District. Particular consideration should be given to establishing a Black History or Cultural Center on vacant land adjacent to the historic cemetery next to the Patrick Copeland site. Another possibility would be to locate a railroad or industrial museum on land adjacent to the railroad at Randolph Street should that property become available.
5. Encourage live entertainment in Downtown restaurants and at other venues as appropriate.
6. Actively seek new hotel development as part of the Patrick Copeland redevelopment. Such a hotel should include meeting room space and be able, in conjunction with the Beacon, to host regional conferences, seminars and other events.

GOVERNMENTAL FACILITIES

Government services are one of the largest occupants of space in Downtown. City Hall, the Courthouse, the Appomattox Regional Headquarters Library, the Recreation Center and a large number of human service agencies are all located within the study area. Other quasi-governmental agencies such as the Red Cross are also located in Downtown.

The original portion of City Hall is a handsome building in the Art Moderne style. Later additions do not have the same level of detailing and the building appears to be used above capacity. The Courthouse makes a strong statement architecturally. However, its parking lot is outsized, is not used to full capacity and is not conducive to establishing a strong entry into Downtown. Because of the lack of a central facility of sufficient size, the human service agencies are in a number of locations that, in the future, may become more valuable for other uses. In addition to buildings, the City of Hopewell also owns a number of key redevelopment sites.

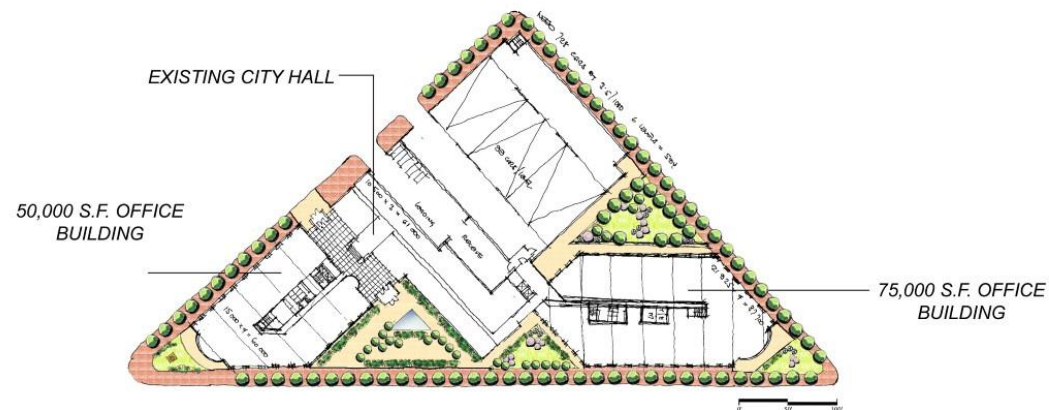
The attached design studies illustrate on way in which additional municipal office space could be provided on the current City Hall site. The existing building is retained and two additional buildings of approximately 130,000 square feet total could be added to the site. While this represents a considerable enlargement over the existing 35,000 square foot building the space could be built in phases and some portion could be leased until needed to attorneys and others doing business with the courts, doctors seeking space near John Randolph Medical Center or other private concerns until such time as the space is needed by the City. The site plan also identifies a location for a parking structure that could provide for the needs of the entire complex.

Following are strategies for municipal facilities in Downtown:

1. At the appropriate time, expand City Hall as shown on the Civic Center Plan. As an interim measure, City employees could be housed in expansion space in the new Library.
2. Locate the new Library as recommended in the Library Site Study.
3. Consolidate human services uses in a central location outside of Downtown, possibly in an adaptively reused Mallonee High School.
4. Use municipally owned property as leverage to encourage private or public/private development in Downtown.
5. Encourage additional development, as shown on the Illustrative Plan, in the Courthouse parking lot.

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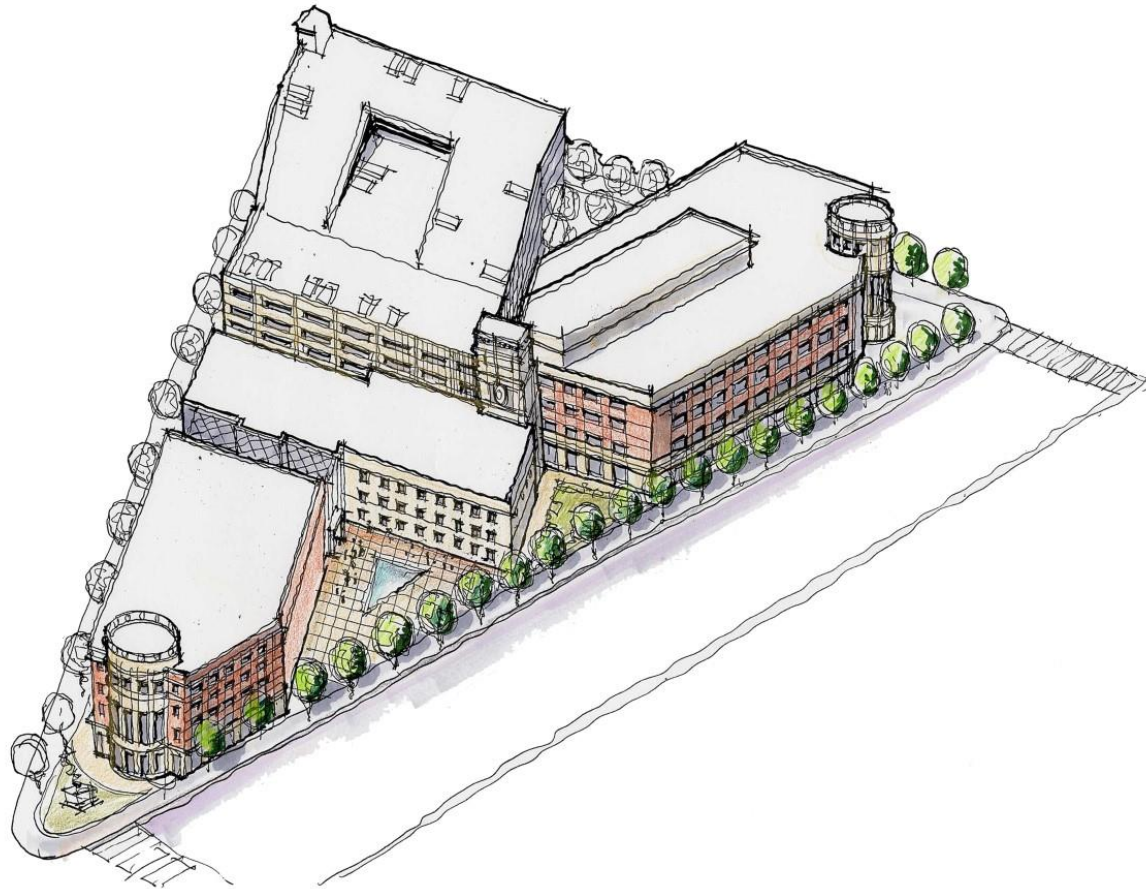
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PROPOSED MUNICIPAL CENTER

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MUNICIPAL CENTER PERSPECTIVE

PARKING

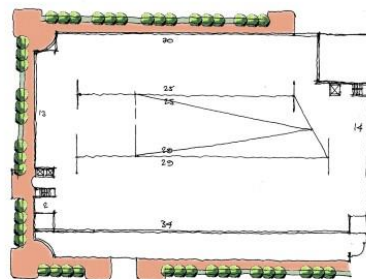
There are three major areas of surface parking, between Second and Third Streets from City Point Road to Randolph Road, the area around the Courthouse and the City owned lot north of Broadway. A number of individual buildings or businesses also have their own parking lots and there is a considerable quantity of on-street parking as well. The distribution of parking resources does not appear to be directly related to demand from adjacent businesses or institutions. The result is that some areas are over supplied while others, such as City Hall and the retail portion of Broadway don't have enough spaces to satisfy demand. Part of the problem on Broadway may be due to employees or business owners using on-street parking for their own vehicles. Despite the considerable amount of land dedicated to parking, analysis shows that if the vacant retail businesses were occupied and the existing businesses were performing at a higher level, the current 1,927 approximately 24% of which are on-street) spaces would fall 200 spaces short, at peak demand, of the number necessary to support the projected parking needs of the area. Since an adequate parking supply, well situated and managed, is a prerequisite for a healthy, vibrant downtown, ensuring that Downtown Hopewell has enough parking spaces in the right places is a key component of this plan. In the future, the need for parking will grow to approximately 4,500 spaces, at peak demand, as the Beacon Theater becomes operational, the Library is relocated to Downtown and the additional office, retail and residential projects shown on the plan are constructed. Many of these additional parking spaces may be provided by these new developments. However, it will be necessary to construct new parking garages in the locations shown on the Illustrative Plan in order to provide an adequate number of spaces in the necessary locations. This is especially true of the approximately 800 space parking structure proposed opposite the Arts District. Further information regarding the parking demand and supply is contained in the Wells and Associates report published as an addendum to this plan.

The following recommendations are intended to provide both short and long term strategies to address parking issues:

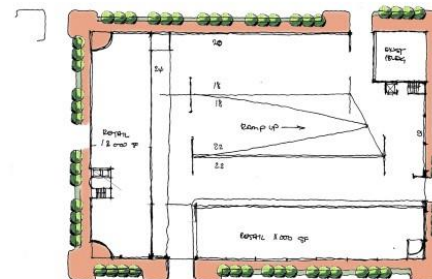
1. Construct new garages in the locations shown on the Illustrative Plan and require that many of the proposed developments be self parked.
2. Provide as many spaces as possible on the street for the convenience of consumers and visitors and to promote a comfortable pedestrian environment.
3. Include directions to public parking areas as part of the wayfinding system.
4. Ensure that public parking areas are clearly marked and that the regulations governing them are easily visible and understandable.
5. Designate employee parking areas on the periphery of Downtown that would not likely be used by customers and encourage employees to use these areas. Such areas would be located away from the principal shopping and parking demand areas and, in no case, should include onstreet parking spaces.
6. Amend the Zoning Ordinance to require additional parking lot landscape and screening improvements as discussed in the Design Guidelines.

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799 PARK PARKING LEVEL 100 CARS



GROUND LEVEL PARKING GARAGE 155 CARS (SECOND LEVEL SAME)
if GARAGE PLANT GARAGE = 669
PLUS ONE PARKING GARAGE = 824

PROPOSED PARKING DECK

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PROPOSED PARKING DECK PERSPECTIVE

7. Demolish the Butterworth's warehouse building to provide short term, additional parking for Broadway merchants. Use this as a demonstration project for future surface parking improvements. Seek to restrict the demolition of other buildings or the use of open space for additional surface parking.
 8. Actively encourage the landscaping of existing lots through incentives, awards programs or other measures.
 9. Consider the creation of a unified parking management district in downtown.
 10. As parking demand grows or as new developments occur provide the new spaces in structured facilities at the locations shown on the Illustrative Plan.
-

TRAFFIC AND PEDESTRIAN CIRCULATION

At present, the principal traffic problem in Downtown is related to the width, character and amount of through trucks on Randolph Road. Although only 6% of the 12,000 vehicles per day that use Randolph Road are heavy trucks, the impact of this traffic is considerable. Also, none of the streets that intersect Randolph Road in Downtown do so at right angles creating potential sight line problems at some intersections. The combination of these factors creates pedestrian safety concerns as well as dividing Downtown into two distinct areas. The amount of truck traffic is in large part due to the location of Hopewell's industrial areas, but, perhaps even more so, to the location of a weigh station immediately south of downtown. An additional observation is that the blocks on east side of Randolph are exceptionally long reducing motorists and pedestrian options for navigating that portion of the area. While there is a mid-block access to the Cawson Street parking lot from Broadway as well as a pocket park for pedestrians, neither is as effective for transportation purposes as would be a roadway. Pedestrians generally prefer to walk where there is other activity going on rather than through unoccupied space and motorists, especially those unfamiliar with an area will tend to avoid what appears to be only an access to a parking lot as a through way.

Traffic and pedestrian recommendations are as follows:

1. Work with local industry and the owner of the existing truck scales on Randolph Road to place the truck scales to another which has a lesser impact on Randolph Road. As this occurs work with VDOT to establish a truck route that either eliminates or reduces the portions of Randolph Road, through Downtown, designated as a truck route.
2. Install traffic calming measures such as raised crosswalks, traffic signal timing and reduced speed limits to slow traffic and act as disincentive for through traffic.
3. As the Firestone site moves forward in the development process, study options for improving Main Street as an access into the site especially at the intersection with the railroad tracks.
4. Remove one way traffic restrictions on Cawson Street and replace the angled parking with parallel spaces.
5. Develop the new streets shown on the Illustrative Plan at the time of redevelopment.
6. Reconfigure Appomattox Street as shown on the Illustrative Plan and site specific redevelopment plans in order to make this a more attractive access to City Point and to Downtown.

STREETSCAPE, PLAZAS AND OPEN SPACE

The character of public spaces is crucial to creating a healthy and vibrant Downtown. Downtowns need formal and informal areas for people to gather both to celebrate and commemorate important public events but more informal areas where friends and acquaintances can gather for a casual conversation. The sidewalks and streetscape are also a key part of the urban scene. Whether it's pleasantly getting from one place to another, sitting at a sidewalk café, or engaging in one of the most popular of urban recreational pursuits, window shopping, the attractiveness of the streetscape enhances the Downtown experience. Lastly, because Downtowns tend to be high density locations, it is important to provide for recreational activities for all segments of the population.

Ashford Plaza is intended to fulfill the function of being the ceremonial gathering place for Downtown Hopewell. Because of its location on Randolph Road with the attendant traffic noise and a design that does not adequately mitigate this problem, the space does not function as well as it should. A small park perpendicular to Broadway and an informal open space next to the Kippax Apartments constitute the remaining landscape or plaza amenities in Downtown. The major streetscape project along Broadway is a good beginning for further efforts. However, some of the specific details such as raised planters and the choice of a street tree with dense, rounded foliage negatively impact the visibility of the storefronts. A major problem with the streetscape and the overall attractiveness of the downtown is the fact that very few of the parking lots are landscaped. Additionally, there has been an on-going problem with trash removal along Broadway which has negatively impacted the appearance of the street.

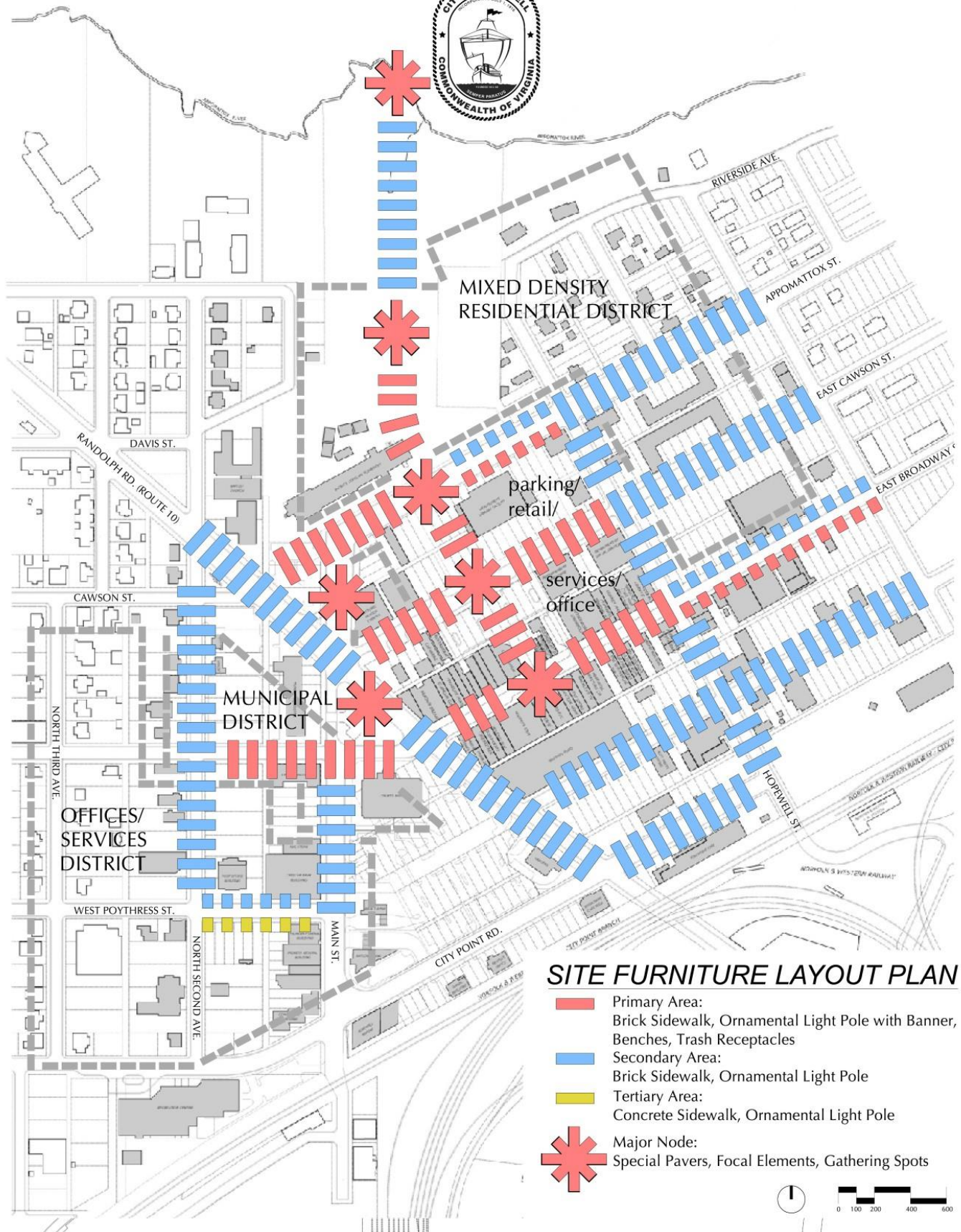
At present the Recreation Center is the only formally structured recreation area in Downtown. While there is a large area of field adjacent to the Kippax Apartments, this space does not appear to be used. If properly developed, with sensitivity to the needs of the Kippax Apartment residents in terms of use and noise generation, this area could become an excellent outdoor recreation area that could accommodate both active recreation, such as play grounds and tennis or basketball courts as well as passive recreation such as sitting and walking.

Specific streetscape, plaza and open space standards are contained in the Urban Design Guidelines. More general recommendations are as follows:

1. Replace Ashford Plaza with a new facility adjacent to Beacon Theater as shown on the Illustrative Plan. This Plaza should be developed in a way that a temporary band shell can be erected to mitigate traffic noise, provide facilities for lighting and sound equipment and formal and informal seating areas.
2. Establish a regularly funded capital program for streetscape construction, maintenance and repair. Randolph, Main and Broadway should be the priority for undertaking streetscape improvements. Streetscape improvements should also be utilized as an incentive to encourage infill development.
3. In conjunction with the community, assess Downtown's recreational needs and develop plans for the better utilization of the open space adjacent to the Kippax Apartments.

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SITE FURNITURE LAYOUT PLAN

- Primary Area:
Brick Sidewalk, Ornamental Light Pole with Banner,
Benches, Trash Receptacles
- Secondary Area:
Brick Sidewalk, Ornamental Light Pole
- Tertiary Area:
Concrete Sidewalk, Ornamental Light Pole
- ✱ Major Node:
Special Pavers, Focal Elements, Gathering Spots



4. Develop a new plaza at City Hall as shown on the Illustrative Plan.
5. Continue to underground overhead utility wires whenever possible. As an alternative, relocate utility lines to side streets or alleyways.
6. Undertake streetscape and other improvements as recommended in the Urban Design Guidelines.

SIGNS AND BANNERS

Good signage is an integral part of a good downtown. Signs can help direct people to where they want to go, create interest and curiosity regarding retail and restaurant establishments, prevent confusion and uncertainty as to what is allowed such as where and when to park and generate a positive image of the place. Poor or inadequate signage, on the other hand, can produce just the opposite making a downtown less appealing and welcoming.

There are three principal areas to be discussed relative to signage, the first being a wayfinding i.e. directional signage that leads people to places or facilities such as parking of municipal buildings, major points of interest, historic districts, shopping precincts and the like; municipal signage and; that for individual businesses or institutions. At present Hopewell does not have an effective wayfinding system and the signage that does exist is either confusing or misleading. A prime example is along Randolph Road where one is directed first to the Visitor's Center which many would assume would be in Downtown or near a point of interest but is, in fact, outside the Downtown area. This makes finding Downtown or the other amenities such as City Point difficult for the first time visitor. A good wayfinding system would provide directions to the Visitors Center, Downtown and City Point and perhaps, other places, on the same sign. At principal turning points, new directions would be given. As one enters Downtown, the signs would become more specific and would provide directions to parking, City Hall, City Point and other amenities and facilities taking as much uncertainty as possible out of the equation.

Hopewell does not have the abundance of municipal or regulatory signage that mars many cities, which is fortunate, and what is in place seems to be generally in good repair. Signs for individual businesses are generally also in good repair and there are few examples of excessive signage. However, many of the businesses would benefit by implementing a more comprehensive and effective signage package. The specifics of what constitutes a good sign package for businesses are addressed in the Urban Design Guidelines.

The existing banners are a good start towards creating an area wide banner program. However, one a more effective approach is to go to a seasonal program where the banners are changed on a regular basis. This will create more interest and give Downtown a fresh look periodically. Banners may also be used for celebrating major public events or national holidays. Some cities, in lieu of banners, put out specialty flags on all Downtown lampposts to mark particular holidays or festivals.

Recommendations are as follows:

1. Design and implement a wayfinding system for Downtown that will guide both pedestrians and motorists to shops, dining, parking, amenities, points of interest and government facilities. The system should be focused on Downtown but could also be extended to other parts of the City.
 2. Through persuasion, an awards program and incentives, possibly through the façade improvement program, encourage merchants and building owners to follow the sign recommendations established in the Design Guidelines.
-

3. Replace the current banner system with one that does not include advertising. The banners should be changed seasonally, at a minimum. Other, similar enhancements could include flags for special occasions, custom banners for specific events and/or the announcement of community festivals, etc.
4. Where possible, consolidate or reduce municipal and regulatory signage and maintain what is displayed on a regular basis.
5. Amend the Zoning Ordinance to allow signs as recommended in the Urban Design Guidelines.

1.

ENTRIES/GATEWAYS/EDGES

Well designed entries are extremely important in creating a positive first impression. In many ways they establish what is known in the real estate industry as “curb appeal”. The entries into Downtown Hopewell contain many of the elements that make for a good gateway such as a change in topography or land use, a striking building or a bridge. The entry into Hopewell from I-295 along Randolph Road is very handsome with a landscaped median and dramatic view of the industrial architecture along the James. However, at Main Street the median disappears and there is a parking lot adjacent to the church where the actual entry into Downtown begins. Other entries also have significant unrealized potential especially Randolph Road west bound under the railroad overpass. Principal entries and boundaries are shown on the Context Analysis graphic in the Overview section of this Plan.

The following recommendations regarding entries are made:

Extend the landscaped medians on Randolph beyond Main Street as far as possible.

2. Develop the gateway plaza at the Beacon Theater as shown on the Illustrative Plan.
3. Undertake other entry way improvements using the criteria listed in the Urban Design
4. Ensure that a strong entry statement is in place at the Main Street and City Point Road intersection prior to or at the time that the new retail center on the Firestone site opens.
5. Use selected infill development to improve gateways and the streetscape leading up to and
6. Reinforce the North Second Street and Kippax Street boundaries as called for in the Urban
7. Provide a landscaped buffer along the railroad right of way.

Guidelines. through

the gateways.

Design Guidelines

City of Hopewell

LAND USE AND ZONING

LAND USE

The following table provides an overview of existing land use in Downtown Hopewell.

LAND USE	ACREAGE	PERCENTAGE
Low Density Residential	6.8	5.9
High Density Residential	4.5	3.9
Retail	11.5	10.0
Office	5.9	5.1
Public	7.4	6.4

Quasi-Public	3.8	3.4
Industrial	1.2	1.0
Parks/Open Space	3.9	3.4
Parking ¹	12.4	10.8
Vacant ²	13.4	11.6
Right of Way	44.4	38.5
TOTAL	115.2	100.0

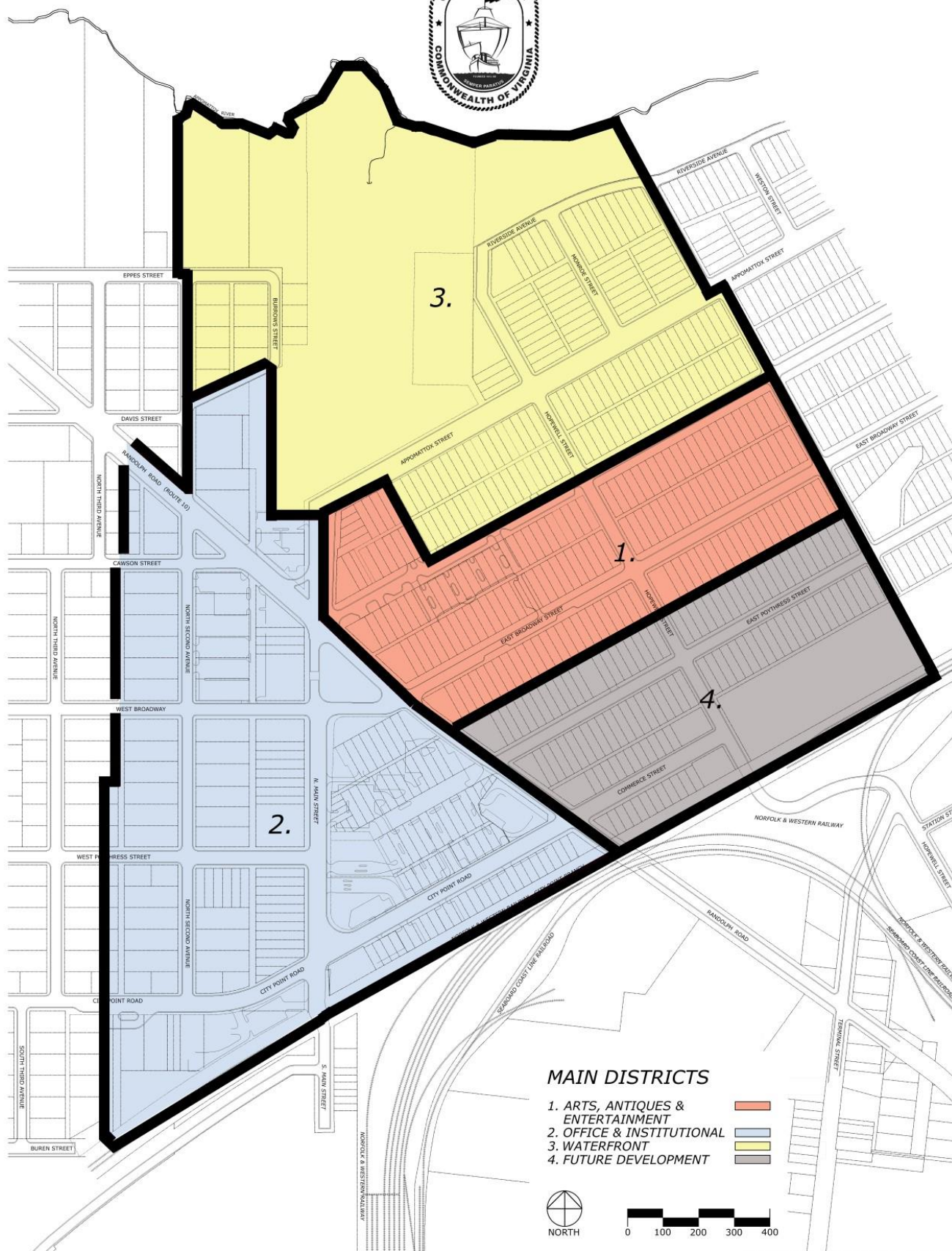
As can be seen from the chart, above, a considerable portion of the land in Downtown is either vacant or devoted to automotive related uses such as streets and parking, over 59% of the total land in the study area. Even if rights of way were deducted from the total the overall amount of land either used for parking or that is vacant would still be almost 39% of the total. Other properties that are included as a particular use are under utilized. Taken in total this indicates that Downtown, despite its relatively compact size, has substantial room for expansion. Other findings include the presence of relatively little industrial use, principally machinery and auto salvage lots in Area 4 (defined below), less land area devoted to residential development than is desirable for a successful downtown, and a smaller percentage of land used for office relative to the overall amount of office space reflecting its higher density character.

Analysis of the current Comprehensive Plan indicates that there are no major inconsistencies between that document and this study. Because that document anticipated that a future planning effort would provide more detailed recommendations, those made in the Comprehensive Plan are, for the most part, general in scope. More detailed analysis undertaken as part of this study indicates that Downtown is comprised of four separate districts based on land use and street patterns. Area one encompasses Broadway and the Beacon Theater block. This is where the major concentration of retail and cultural amenities exists. Area two lies generally west of Randolph Road and has the majority of the City's offices, institutional users and office space along with a modicum of ground floor and other retail. Area 3 includes the Patrick Copeland property, the Conway Apartments and the existing library. The fourth area begins with the alley between Poythress Street and Broadway and ends with the railroad right of way. This area is the most heterogeneous containing the Ford dealership, the Kippax Apartments and a variety of automotive, industrial and other uses.

¹ Parking numbers reflect lots principally used only for parking. Many areas immediately adjacent to a business containing parking were not included.

² A significant portion of the land listed as vacant is property between Patrick Copeland and the Appomattox

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This plan recommends that these districts form the basis for future land use decisions in Downtown and that their characters be reinforced through future zoning, land use and development decisions. The specific recommendations are discussed below and shown graphically on the Illustrative Plan.

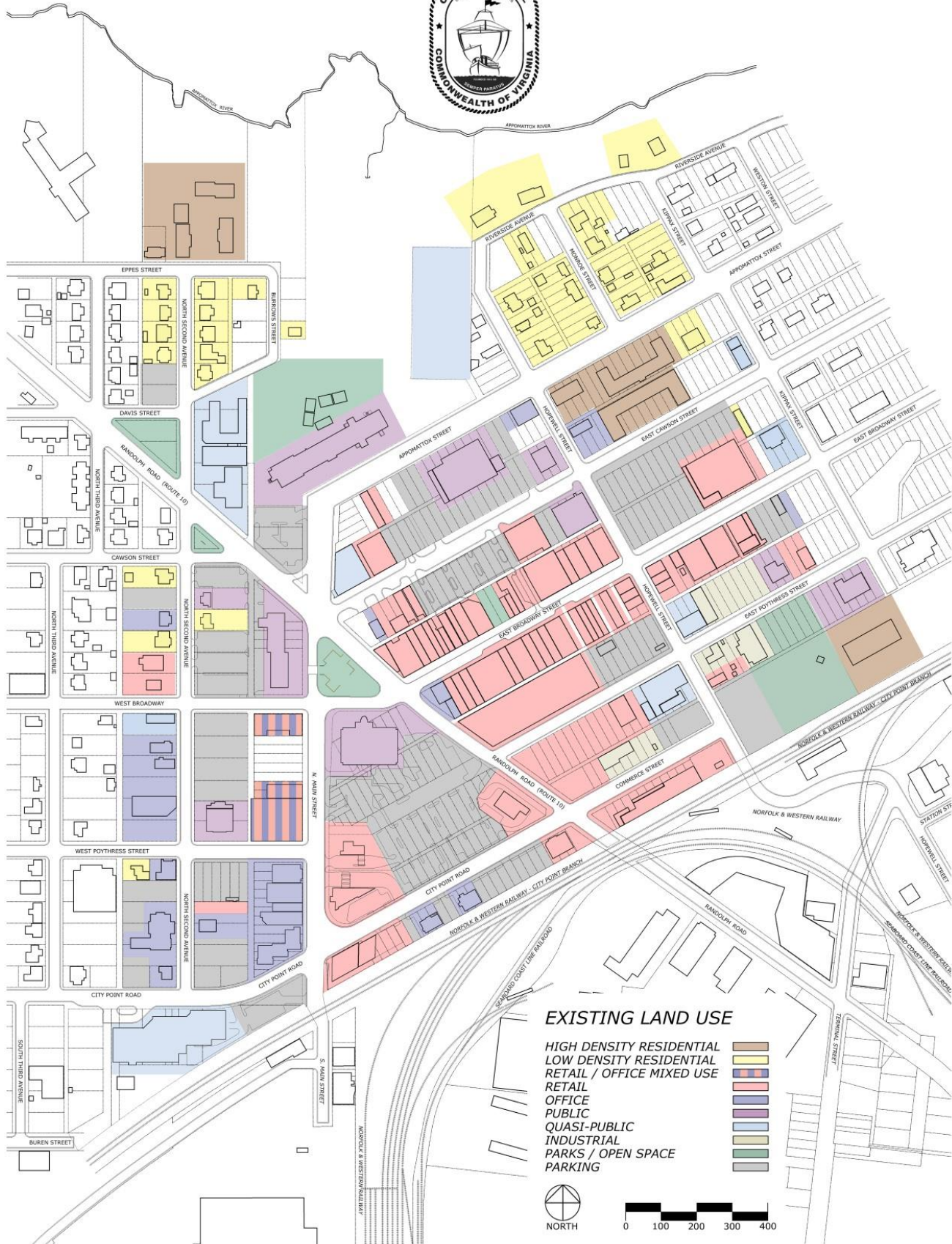
Area 1 (Arts and Entertainment District) – This will be the principal retail, entertainment and cultural district with residential or office development on the second or third floors above store fronts. All ground space fronting on Broadway with the exception of emergency exits and lobby entrances for upper floor uses should be retail, restaurant or other uses that generate visual interest and pedestrian activity. Cultural uses should be concentrated on the Beacon block but could also be located on other blocks immediately adjacent. Entertainment uses should be encouraged throughout the area.

Area 2 (Office and Institutional District) – Office and institutional development should remain the dominant land use within the area. Ground floor retail should be encouraged on Randolph Road and Main Street. Upon its replacement, the existing post office should be converted into either a restaurant or other use that would provide support for other retail uses and some degree of after hours activity. City government functions should be encouraged and expanded in this area. This is not seen as an area with a residential component and a clear demarcation line between residential areas to the west needs to be established either on the alley between 2nd and 3rd or along 3rd. West of this line, conversions of residential to office should be discouraged except for home occupations. Within the boundary, further conversions should also be prevented although consolidation of property in order to construct true office buildings should be encouraged.

Area 3 (Waterfront District) – This area will be the principal residential area for Downtown. A major redevelopment of the Patrick Copeland site, illustrated in the Residential section and labeled the Riverfront Housing site, will contain residential, hotel uses as well as a restaurant or other attraction located at the Appomattox River, a marina (when the small bay at the foot of the Waterfront Housing site is dredged to accommodate boat traffic), and other compatible uses. Should the John Randolph Medical Center elect to expand on its property in Area 3, medical pavilions, extended care or similar facilities should also be allowed. Medical office buildings should be encouraged to locate in Area 2.

Area 4 (Future Development District) – The City does not own key sites in Area 4 as it does in other areas. In addition, a significant portion of the Randolph Road frontage is in a single use (the Ford dealership). Because of these factors, development or redevelopment activity in the near or mid-term appears to be less imminent in area 4 than for the other districts. This condition will allow for activity to be concentrated in more strategically located parts of Downtown and will also provide for a land bank that can react to and accommodate future market demand that will be generated as Downtown evolves. It is anticipated that this future development will include a mix of retail, office, housing and personal services businesses. In the interim, land uses such as scrap yards and other outdoor storage, fast food restaurants and any other land uses that because of their scale or negative visual or other impacts on the area and Downtown as a whole should be discouraged.

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ZONING

The current zoning within the study area is primarily B-1, Central Business District with R-2, Residential, Medium Density District northern edge, primarily the Patrick Copeland site and the single family blocks to its east. Abutting districts include RO-4, B-2 and M-2. The B-1 District is a mixed use zoning category that has a list of uses that is generally compatible with this plan. The only effective limit on development density for commercial development is a height cap of 125 feet. However, residential density is controlled by a minimum lot area requirement of 1,000 square feet per unit. Apartments above commercial must also have a minimum unit size of 600 square feet per apartment. This cap does not apply to purely residential buildings. The resulting residential density in B-1 is substantially less than what is envisioned in this plan. The boundaries of the B-1 district are generally co-terminus with the Downtown plan boundary with the exception being a roughly two block wide extension to the east bounded by Poythress and Cawson Streets.

The R-2 district allows for single family, duplex and zero lot line duplex development and also allows for churches, schools and other institutional uses that will serve area residents. The highest density allowable in R-2 is roughly 8.7 units per acre, considerably less than the density anticipated for the Patrick Copeland site. Height is limited to 35 feet for residential uses. Both the R-2 and B-1 districts require the submission and administrative approval of a site plan prior to the issuance of a building permit.

Of the two abutting zoning districts, M-2, because the land area for development is limited and its boundary is clearly defined by the railroad tracks, causes little concern or impact on the Downtown planning area. However, RO-4, because it allows and even encourages the conversion of housing to commercial and multi-family uses, does impact for two primary reasons. First, the relative health of Downtown is directly related to that of the adjacent neighborhoods and neighborhoods that are transitioning are inherently less stable and often experience a period of disinvestment during the period of change. While individual properties may be well maintained the overall result is negative. Secondly, such conversions siphon market from Downtown by dispersing demand over a wider area preventing the concentration of activity that Downtown needs.

Neither the B-1 nor the R-2 district provides the regulatory tools necessary to implement this plan. Because of the substantive impact the new development will have on Downtown as well as the necessity of ensuring that land uses occur in specific locations along Broadway and other crucial streets, there needs to be a higher level of public scrutiny in the approval process than is afforded by either of these zoning categories. In addition, there needs to be a direct integration of the urban design and area specific guidelines as well as the land use recommendations of this plan into the zoning for Downtown. However, in order to be effective, this new district needs to accomplish its aims in a way that does not produce an undue burden on the part of the applicant. For larger developments or building expansions, the Zoning Ordinance's approval process for Planned Unit Developments provides a very good review and approval framework. For renovations, use conversions and other smaller scale projects of less impact, administrative application and approval would be sufficient. Because the zoning tool needed to realize this plan differs substantially from the existing downtown zone it is recommended that a new category be created.

The following recommendations are made regarding zoning changes necessary to implement the Downtown Plan.

1. Amend the existing B-1 zoning district specific to the boundaries of this study. This should include the single family areas east of the Patrick Copeland site but, in order to assure that there are no negative impacts on these properties, there should be special review and notification procedures for any new development other than duplex or single family in that area as well as a substantial minimum lot area in order to avoid haphazard development.
 2. This district should directly reference this study and the urban design and site specific guidelines as the review criteria for projects in the area.
 3. There should be a legislative review and approval process for all new projects and for any building additions that exceed a pre-determined threshold (10% of the existing floor area). This should be a two stage process similar to that for Planned Unit Developments with the approval of a conceptual plan by the Planning Commission and City Council and administrative approval of the final development plans. The amount of information required for submittal should be based on that for the Planned Unit Development but may be reduced for smaller projects.
 4. Modifications to existing buildings should be administratively reviewed with approval based on substantial compliance with the intent of this plan and its various provisions.
 5. All changes in category of use, for example from retail to office, etc. should require a permit and should be approved or disapproved by administrative action on the basis of substantial plan compliance.
 6. Other review and approval processes such as transportation or historic district should be integrated into this process so that schedules, criteria and other potential conflicts are avoided to the extent possible.
 7. Development densities for both residential and commercial projects should be determined in the same way and be based upon recommended heights, set backs and other recommendations in the Urban Design Guidelines.
 8. The B-1 area outside of the study area should be either rezoned to R-4 or a more appropriate zoning category or should be subject to the same urban design criteria as that for the new study area but with modifications made to the B-1 zone to discourage conversions of residential to commercial.
 9. The conversion provision in R-4 should either be removed or made more difficult and subject to an increased level of review with site specific criteria based on impact to adjoining properties both in terms of use and physical configuration.
 10. Modifications to the signs section of the urban design guidelines should be incorporated into the Zoning Ordinance.
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URBAN DESIGN GUIDELINES

Effective design guidelines should define what is important to achieve from a civic perspective in a way that does not hamper creativity or innovation. When using guidelines to review or develop a new project or a renovation it is as important to look at the intent of the guidelines as it is to their specific provisions. The following guidelines seek to create a framework that builds upon Hopewell's architectural and urban design heritage while clearly stating the purpose behind that recommendation or the context within which it is made.

BUILDING RHYTHM

Rhythm, when used as an architectural term, means the interval at which some element of the urban or building design repeats itself. In Downtown Hopewell, the 25 foot lot width has resulted in a rhythm to the streetscape that is based on that number with almost all original buildings being 25, 50, 75 or 100 feet wide as shown on the accompanying drawing of part of the Broadway Street frontage. In order that new buildings relate to the existing fabric this rhythm should be essentially maintained in all new buildings in Areas 1 and 4, Buildings in Areas 3 and 4 that face or abut Area 1 and for buildings in Area 4 that face onto Main Street. This rhythm is encouraged in all other portions of Downtown not specifically mentioned. This does not mean that no building can be wider than 100 feet but rather that the façade should be broken at regular intervals which relate to rhythm of the existing buildings. This can be accomplished by setbacks to the façade, changes in materials, vertical elements such as columns, differences in fenestration and glazing and other devices. These breaks should be readily apparent to the casual observer, meaning that a 100 or 200 foot façade cannot have a single column in the middle and meet this standard. The illustration on the next page shows how this can be accomplished and how a compatible building rhythm can be established yet still accommodate the broader structural spans of contemporary buildings.

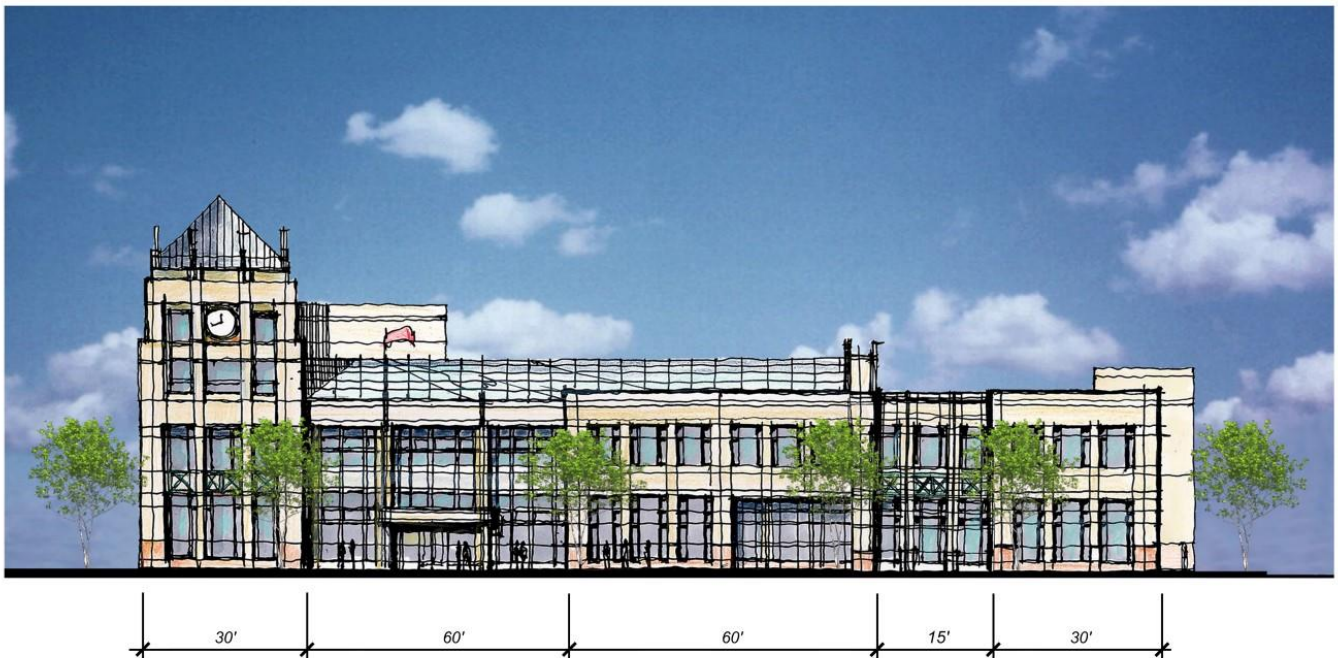
BUILDING HEIGHT

The height of buildings not only helps establish the relationship between one to another but also contributes significantly to scale of the adjoining street. This is especially true in traditional Downtowns like Hopewell. In general, building heights of existing buildings do not exceed three stories and vary on most block faces from 1 to 3 with the majority being two floors. However, because of the time at which these buildings were constructed, even the 1 story buildings either because of high ceiling heights, extended parapets or both, are generally taller than their modern counterparts. The result is a scale to the streetscape that is very comfortable. Rather than recommend a particular height for new construction, these guidelines propose that building height be related to width of the adjoining street with

a minimum height of 40% of the width of the principal abutting street and a maximum height of 1.5 the width of the abutting street. On Broadway Street between Randolph Road and Hopewell Street and Main Street from Broadway Street to City Point Road, a further restriction should be that no building may exceed the height of its tallest neighbor by more than 50%. Because Appomattox Street and Randolph Road are much wider than other streets in the area, building height should be based on whatever other street is closest to the site. For example, building height on the west side of Randolph Road would be based on the width of either Main Street or City Point Road. This approach will allow for taller new buildings than are currently present in Hopewell but ensure that they are compatible with those existing while also preventing very low buildings that would be completely out of scale with

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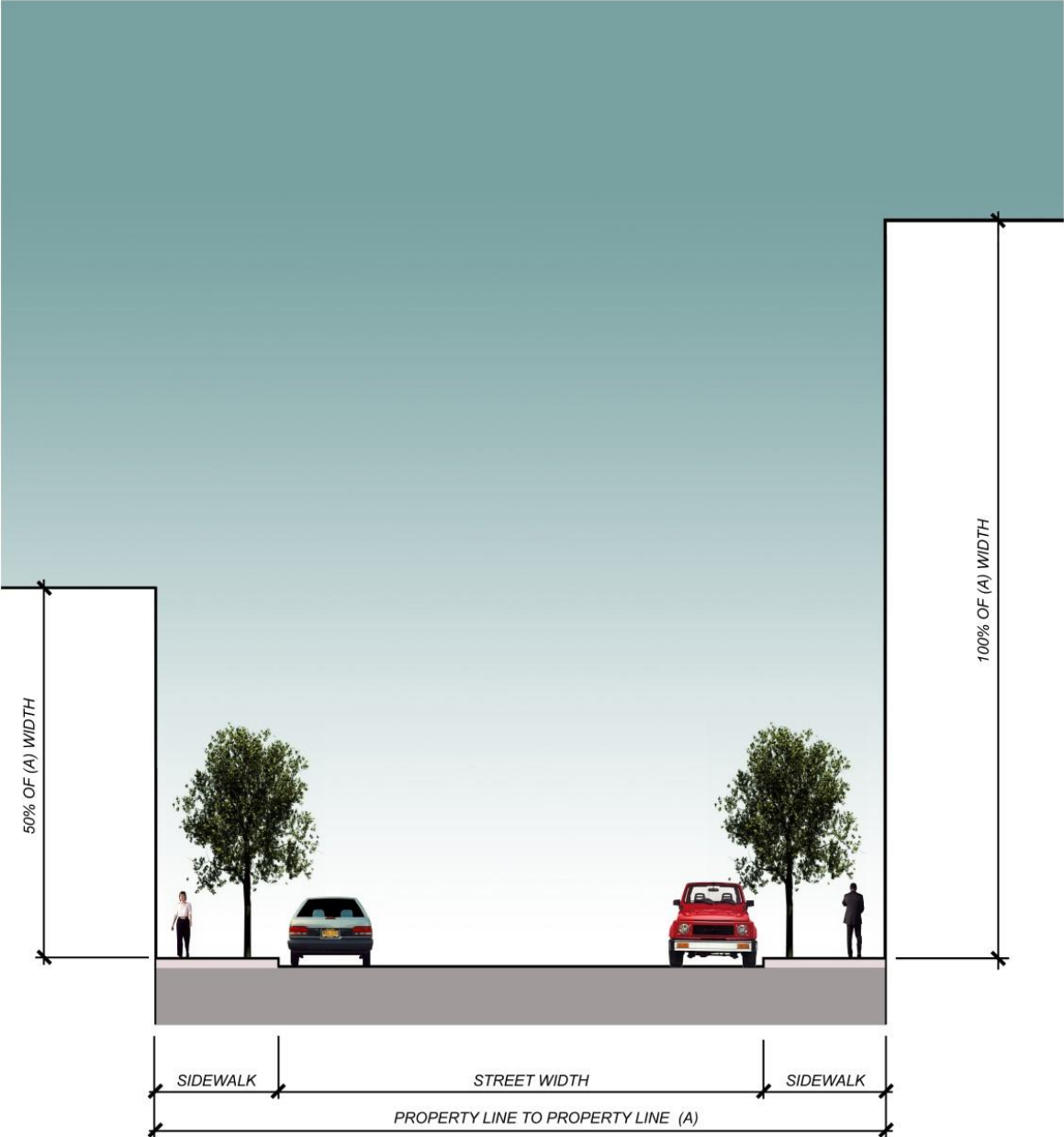


BUILDING RHYTHM



DOWNTOWN MASTER PLAN HOPEWELL, VIRGINIA

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BUILDING HEIGHT

0' 5' 10'

the rest of the area. Building height should be measured from the sidewalk to the top of the parapet and should not include mechanical penthouses.

MATERIALS

Although brick is the predominant material in Downtown, many others such as stone, stucco and wood are also present. Because of this heterogeneity, no particular theme in terms of materials is being proposed. In evaluating proposed projects emphasis should be placed on the integrity of the materials to the individual building and their compatibility with adjacent structures. Introduction of new materials such as decorative metal work or Exterior Insulation and Finish System (EIFS) should not be discouraged but they should be used judiciously and in keeping with the overall architectural context. In the case of renovations to historic structures, especially those that have had inappropriate remodelings on their ground floors, materials that are complementary to but not necessarily replicative of the remaining fabric of the building should be used.

CHARACTER OF BUILDINGS – NEW CONSTRUCTION

A number of different architectural styles are present in Downtown although many have either classic revival or art moderne elements. Almost all have punched windows, many have decorative brick or stone work especially in the upper floors and most have a defined base and cornice line. These themes should be respected in new buildings but should not be exactly duplicated. This is true even in the case where an infill building is abutted on both sides by buildings with historic character. In designing and evaluating projects, maintaining compatibility with the scale, massing and rhythm of Downtown rather than hewing to a particular architectural vocabulary should be the basic approach. Buildings that substantially differ from the overall character of Downtown should generally be restricted to the periphery of Downtown, should have some relationship either in terms of massing or scale with the rest of the area and be of sufficient architectural character to make a lasting contribution to Downtown rather than being a representation of the latest architectural trend.

Specific guidelines are as follows:

1. The retail frontages of buildings should be readily identified as such through the use of large shop windows, awnings and other devices. Where appropriate, interior loading corridors with dock access and venting for potential restaurant spaces should be incorporated into the base building design.
 2. In order to emphasize and enhance the urban character of Downtown, buildings should maintain a build-to line defined as either the front and side property lines or the backs of existing sidewalks. Plazas, large setbacks and other design elements that interrupt the street wall are to be avoided, except as shown on the Illustrative Plan. The exceptions are architectural features that occupy a minimal area of the façade and that either emphasize a corner, such as a tower element which may extend beyond the streetwall, or an entry which may recede from the streetwall.
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CLASSIC REVIVAL



ART MODERNE

APPLIED DECORATION

STONE, STUCCO OR
CONCRETE FACADE

STYLIZED COLUMNS & CAPITALS

CONTINUOUS WINDOW LINES

USE OF CIRCULAR ON
STREAMLINED ELEMENTS

KEYSTONES & OTHER CLASSIC
DEC. (MAY BE OF STAMPED METAL)

DECORATIVE BRICK WORK

HEAVY DECORATIVE CORNICE

INDIVIDUAL WINDOWS W/ BRICKS
ON STONE SILLS & LINTELS

TYPICALLY BRICK ON
WOOD CONSTRUCTION



CLASSIC REVIVAL

ARCHITECTURAL STYLES

CHARACTER OF BUILDINGS – RENOVATION

Many of Hopewell's original buildings are of architectural interest and contribute strongly to the area's charm and character. These buildings are also well configured for the type of retail envisioned for Hopewell's future. However, many of these buildings, especially along Broadway, have been "modernized" over the years especially at ground level. Every effort should be made to restore or renovate these facades. Following are specific approaches to be used in undertaking and reviewing these projects:

1. Whenever possible, the original fabric of the building is to be preserved and/or restored.
2. Where there have been substantial modifications to a building, every effort should be made to bring back the character if not the specific appearance of the original structure through the use of sympathetic materials, forms and other elements. The use of trompe l'oeil is to be encouraged in this situation. Trompe l'oeil, literally "fool the eye", is a painting technique whereby windows and other architectural features are painted on a flat surface and, through the use of perspective, can be made to appear to be real.
3. Introduction of design elements that are from another period or architectural style different from that of the base building should be avoided. An example would be putting a lacy, highly carved and detailed Victorian entry, door or sign on a sleek modern building.
4. When the entire façade has been covered over the covering material should be removed and as much of the original façade kept as possible. When the underlying destruction has been so great as to essentially obliterate the original building, the original façade may be either recreated or a new façade that is compatible with the area as a whole should be designed using the infill design guidelines above.
5. Realizing that Broadway is primarily a retail area, graphic designs, lighting, signage, colorful paint schemes that emphasize architectural elements and other elements of a temporary nature are appropriate so long as no lasting damage is done to the underlying historic architecture and that the result is well designed and executed.

PLAZAS, COURTYARDS AND OTHER SPECIAL AMENITIES

Plazas, pocket parks and similar amenities can make important contributions to the quality of the built environment and the social life of Downtown but only if they are properly designed. In general, these types of spaces should be encouraged provided that they do not constitute an interruption in the overall streetscape, are easily accessible by the public and are integral part of Downtown and are compatible with the design of adjacent buildings. In general, the successful park or plaza will contain the following elements:

1. Seating along or on all planter and other walls as well as more traditional seating such as benches. Outdoor cafes are encouraged.

2. A central point of interest which organizes the space and provides a focus of activity. This may be accomplished by public art, a fountain or other water element or a strong architectural feature on an adjacent building.
3. Lighting and a general design adequate to instilling a sense of security and direct sightlines from abutting streets and sidewalks.
4. Landscape materials that provide shade in summer and color year round.
5. For plazas that are intended to be major gathering spaces, provision for power, stage areas, sound systems and lighting.
6. Ground floor retail or restaurants in adjacent buildings, if possible or at least in close proximity.

ENTRIES/GATEWAYS/BOUNDARIES

Clearly defined entries/gateways/boundaries are an important means of establishing a sense of place for an area. They create the critical first impression of a downtown or neighborhood and subtly influence perceptions regarding quality and vitality. Major entries/gateways typically occur at locations where some significant physical change occurs along principal roadways or transportation corridors. Examples include topographic differences, either natural or man made as in the case of bridges or overpasses, noticeable changes in land use or perceptible differences in building size. Gateways/entries consist of three elements; approach, transition and the actual gateway/entry. The approach should create a sense of anticipation of things to come. An example would be the landscaped medians on Randolph Road. The transition is either the point at which one first glimpses the elements that define the arrival point or where there is some sort of physical barrier that is crossed. An example of the latter is the railroad underpass, also on Randolph Road. The arrival point is where one passes through the actual gateway. To some extent this occurs when one passes the Beacon Theater.

Clearly demarcated boundaries or edges are important in that they provide definition to the overall space and act as secondary entry points wherever they are crossed. Physical barriers such as marked changes in topography, railroad tracks, streams or rivers, land use transitions and major roads can all define the edges of a place and create the conditions whereby gateways and entries are established. Where there is no defined boundary condition or it is only weakly defined, such as is currently the case along Appomattox Street and at the western edge of Downtown, it is necessary to establish such edges.

Specific guidelines are as follows:

1. Begin streetscape improvements or landscaped medians prior to the transition space or arrival points. The exact length of the approach zone depends upon the nature of the roadway and conditions on either side but should be long enough to make a clear impression but not so long that its focus is lost. In the case where streetscape or medians already exist, the transition can be created by adding to or changing the character of the improvements. This could include manipulating the scale of buildings, progressively widening or narrowing building setbacks, changing the spacing and/or species of street tree, introducing more intense landscaping or adding new elements such as banners or flagpoles.
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2. Establish the transition zone either by creating a dramatic first view of the actual gateway, developing a plaza or forecourt in front of the gateway, introducing intense landscaping and/or manipulating the scale or setbacks of buildings immediately adjacent to the arrival point. In the

City of Hopewell 29 case of the railroad underpass, which forms the transition zone for that entry into Downtown, the most effective method for enhancing the space will be to use public art or to at least ensure that the tunnel is painted on a regular basis.

3. Create the entry by introducing strong vertical elements on both sides of the roadway that frame the view of the space beyond. Specific techniques include dramatic building elements (this could be especially effective if a new building adjacent to City Hall, as shown in the Municipal Center design study were to be constructed opposite the Beacon Theater), public art and flag or banner arrays.
4. Signage, while often used to denote entries, is generally less effective than the techniques discussed above. Signs denoting a Downtown Hopewell revitalization area are to be especially avoided.
5. For boundaries that are intrusive or unattractive such as the railroad right of way, install landscape or other screening.
6. The Appomattox is an attractive boundary that should be made more accessible through the introduction of an esplanade or river walk.
7. In the case of the eastern and western boundaries that currently lack clarity and which are defined more by changes in land use, the boundary/edge will be established by more clearly defining land uses on either side of the street. This can be accomplished by ensuring that the scale of development is differentiated between downtown and the residential area, encouraging commercial buildings to replace converted residences along North Second Avenue and installing streetscape improvements on both Kippax Street and North Second Avenue.

SIGNS, BANNERS AND AWNINGS

The quality, quantity and overall appearance of signs, banners and awnings communicates volumes about what is happening in an area and does much to position the place in the market. Depending upon the amount, color, location and condition of an area's signs and other graphic displays, the casual passerby will form an instant impression of what an area is like and whether or not that person will stop and shop or gas and go. Good signage is also one of the most cost efficient ways of quickly changing or enhancing an area's image. The following sign recommendations are intended to develop an effective and workable public and private sign program that will appeal to a wide range of consumers and help position Hopewell in the most positive way possible. These guidelines are meant to supplement Hopewell's current sign ordinance and to provide a template for making appropriate modifications to increase retail and restaurant viability.

1. Signs for each business should be distinctive from their neighbors in terms of color, graphic design and other elements. Cohesiveness should be derived from generally common placement, size, materials and design approach.

2. The allowed signage area should be determined by the use and the character of the adjacent roads and sidewalks. Storefronts and buildings along pedestrian streets can communicate more information and generally be smaller than for major streets where signage should be larger but very simple in order to communicate effectively to the motorist.
3. A good retail sign package on a street like Broadway should consist of three levels of signs, one sign that communicates to the motorist and the person across the street, a smaller sign aimed at the pedestrian down the block and a combination of signs and high quality storefront design targeting the person in front of the store. The first can be either a wall mounted sign or a combination of a sign on the awning face or valence and a projecting sign integrated with the building's architecture. The second category of signs can either be a small projecting sign under the awning or the projecting sign is properly placed. The third is window signs applied directly to the shop window and covering no more than 10% of the total window area. These signs can announce specific products or services. Also, menu boxes are very helpful for restaurants. It must be remembered that the display windows themselves are also very powerful signs if properly used. What credit cards are accepted is also very helpful but should be more than the card companies' stickers haphazardly displayed. Finally, the building address should be clearly visible.
4. Internally illuminated signs should not be allowed. They are expensive, out of character with almost all building types and a maintenance problem. An effective alternative is flat metal signs lit either with goose neck lamps or up lit from concealed sources.
5. Awnings should complement the architecture not compete with it. Therefore, elaborate awnings with arches, pediments or similar designs are to be avoided in favor of simple shapes which are less expensive and easier to maintain. Awnings should be of a non-coated fabric that looks as close as possible to canvas. Awnings that span the width of the façade should not be allowed. In general, awnings should accent windows and doorways. However, if a wider awning is desired it should not extend past the farthest window or door edge. Awnings may be internally illuminated.
6. Building canopies, permanent structures constructed of wood, glass and/or metal, as distinguished from awnings, should be used to highlight entries and should not extend the full width of the building.
7. Corporate identity is an important part of merchandising for large retail and restaurant companies. However, like any other business, the expression of this corporate identity should be confined to the same opportunities, i.e. signs and awnings, available to the small merchant and not be allowed to extend to the design of the entire building.

PARKING, LOADING AND TRASH COLLECTION AREAS

Even as Downtown begins to achieve its vision for the future and structured parking replaces surface lots, the latter will continue to exist and their appearance will continue to have an impact on Downtown's image. The same is also true of loading and trash collection areas.

1. Parking lots should be screened to the height of not less than 2 1/2 feet or more than 3 1/2 feet to provide on any side facing a public right of way. This height is sufficient to hide most of the view of a
-

car but still provide an adequate degree of visibility for safety reasons. An effective screen would consist of a combination of a fence or wall and evergreen landscape screening. If a chain link fence is chosen it should be coated in a dark color and planted on both sides. Deciduous trees with the tree canopy limbed to no closer than 7 feet from the level of the parking lot is also recommended.

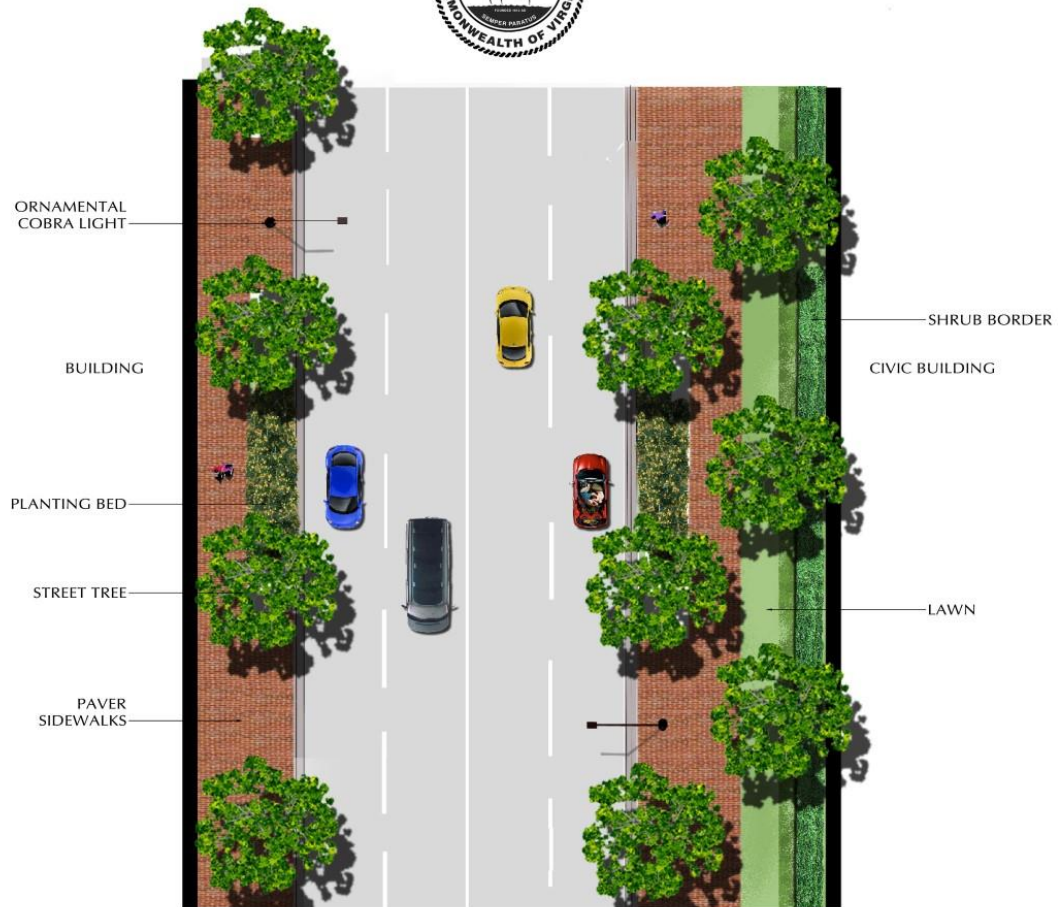
City of Hopewell

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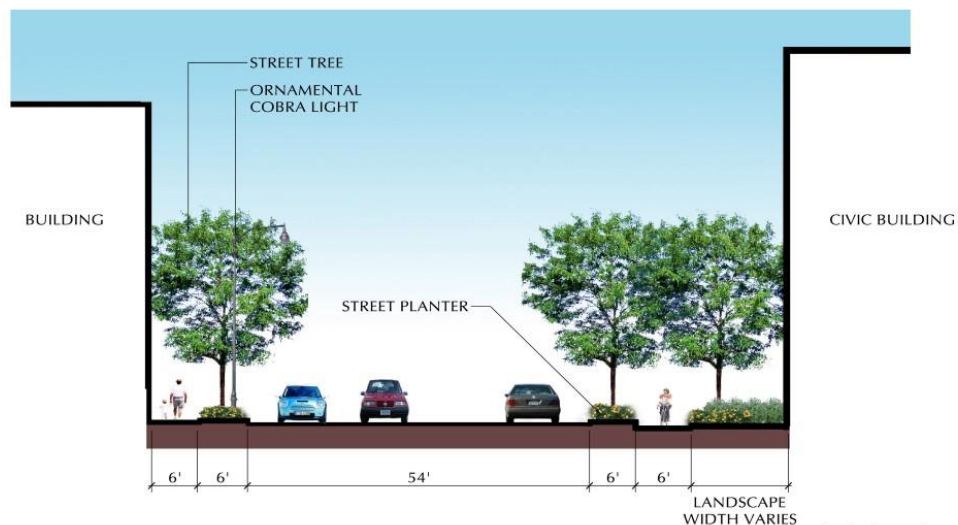
2. In addition to the perimeter screening called for above, a minimum of 10% of the interior area of parking lots should be landscaped.
3. All surface parking lots should be hard surfaced. New, gravel or non-hard surface lots should be prohibited and those that are existing should be paved appropriately. Alternative paving systems that are a combination of paving and landscaping, such as “grass crete”, an engineered system of interlocking concrete blocks that allow grass to grow through number holes in the face of each block, should be encouraged. Temporary parking lots necessary for construction parking or other short term needs should be required to have a special permit that is granted for only a limited duration and should be required to landscape or otherwise improve the site after the permitted period.
4. Whenever possible, surface parking lots should be placed behind the mass of the building in order to screen the parking from view.
5. The building design guidelines should be considered in the design of parking structures. At a minimum, the first level of the parking garage should be designed to mitigate the visual impact of the parking on the adjacent streets and sidewalks. Techniques for accomplishing this include false building fronts, display windows, public art and uses, such as retail, in front of the actual parking.
6. Loading should occur from side streets and the entry to the loading area should be able to be closed off whenever it is not in use.
7. Trash collection areas should be completely enclosed by an opaque screen. Whenever possible, trash collection areas should serve more than one shop or building.

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PROTOTYPICAL RANDOLPH ROAD PLAN

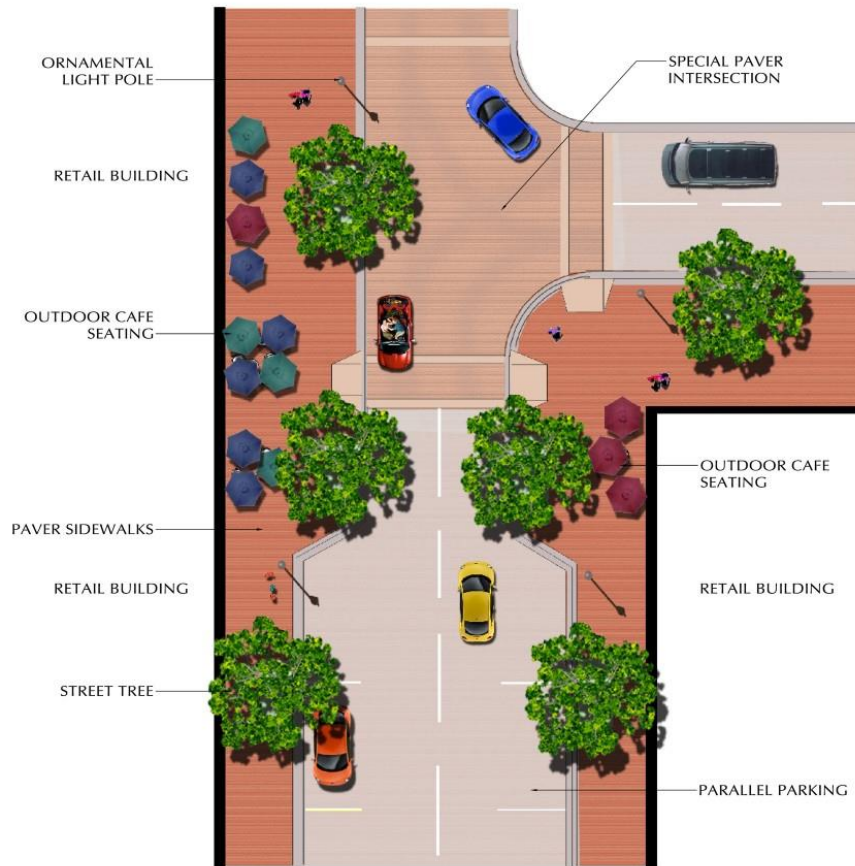


PROTOTYPICAL RANDOLPH ROAD SECTION

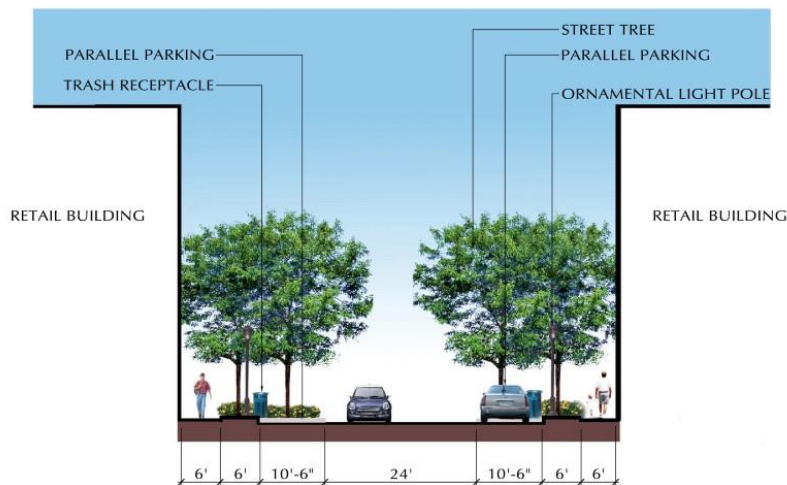


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PROTOTYPICAL BROADWAY STREET PLAN



PROTOTYPICAL BROADWAY STREET SECTION

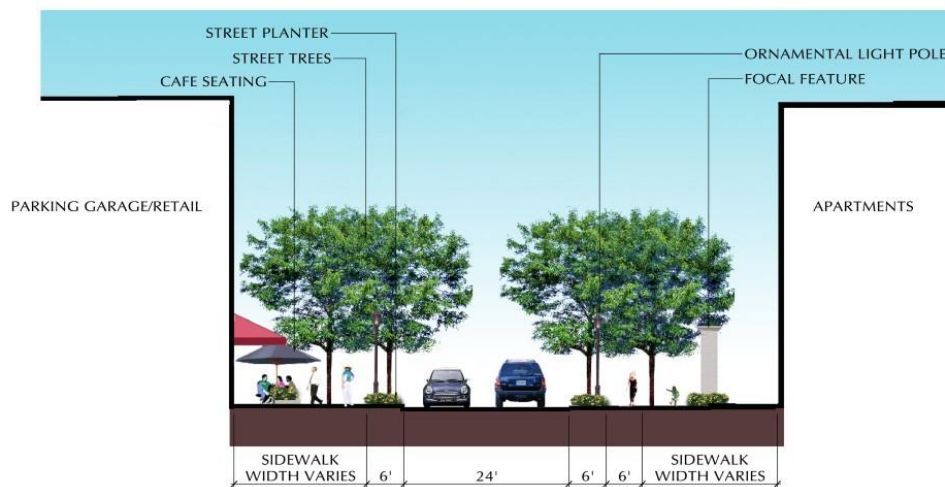


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PROTOTYPICAL APPOMATTOX STREET PLAN



PROTOTYPICAL APPOMATTOX STREET SECTION

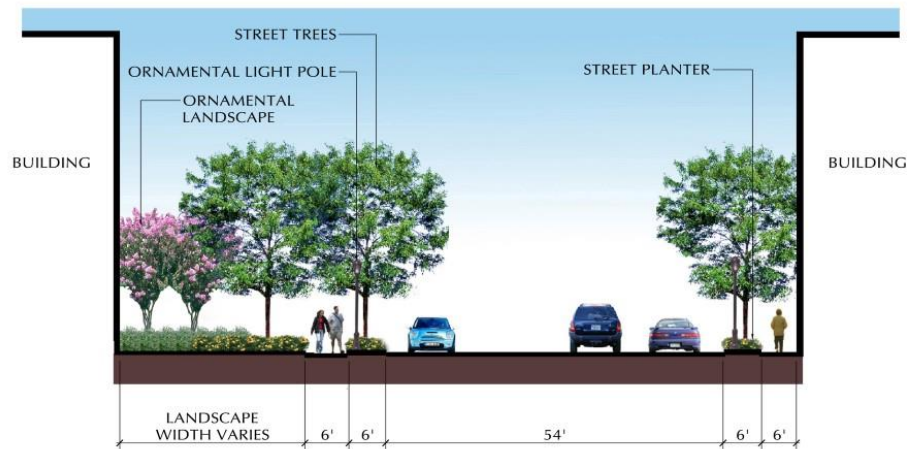


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PROTOTYPICAL MAIN STREET PLAN



PROTOTYPICAL MAIN STREET SECTION



STREETSCAPE

It is important that the streetscape be designed to be an attractive and efficient part of the urban environment. Good streetscapes contain many similar elements including landscaping, lighting, street furniture such as benches and trash and paving that is kept in good repair. However, the appropriate level of detail and the overall design approach varies according to the character and function of a given street. The following guidelines describe three levels of streetscape improvements geared to the requirements of the specific streets in that category as well as general guidelines appropriate to all three.

GENERAL

1. Place street trees at uniform intervals based on the geometry of the adjacent buildings. For example, the buildings on Broadway are typically some increment of 25 feet; therefore street trees should be planted every 25 feet apart.
2. Street trees should be of at least 2 ½ inch caliper at the time of installation and should be limbed to a height of no less than 7 feet above the grade level of the sidewalk paving.
3. The use of decorative paving materials not specifically mentioned is encouraged provided that the materials (a) are harmonious with the adjacent sidewalk treatment (b) do not detract from the adjacent buildings and (c) do not constitute an interruption in the rhythm of the streetscape.
4. An obvious change in color or material should be made at all places where vehicles cross the sidewalk in order to provide both the motorist and the pedestrian with visual cues about potential danger.
5. Benches and other seating should be used sparingly **except** in conjunction with plazas or outdoor restaurants.
6. Street furniture including benches, directional signs, artwork, lighting, trash receptacles, etc. should be placed adjacent to the street. Exceptions to this can be made provided that there is no impediment to pedestrian traffic and that there is a material enhancement to the overall streetscape.
7. Signal control boxes and other such infrastructure should be located out of the principal pedestrian path and, if possible, adjacent to a building rather than standing alone.

DESIGN PRINCIPLES

The following streetscape design principles transcend throughout the four Districts as outlined earlier. The design principles and recommendations are as follows:

1. Create a sense of arrival and place by defining the 'heart' of the downtown area.
 2. Provide streetscape improvements along Randolph Road including possible monuments and/or combined with appropriate building mass, to establish an arrival sequence from I-295 to Route
-

10. Additional streetscape elements would include cobra head light fixtures with ornamental

City of Hopewell 33 poles, street tree plantings in large planting beds where possible, brick paving for the sidewalks between North Second Avenue and City Point Road. Traffic calming measures in the roadway could also be provided at key crosswalk areas.

3. Provide a pedestrian and vehicular design theme that will link the Districts together.
4. Provide a rich streetscape in Area 1, the 'Arts and Entertainment' District that establishes elements of a common design theme throughout the Downtown. Improvements to include brick paving, pedestrian scaled ornamental pole lighting with banners and benches, trash receptacles and bollards that match the style and color of the light poles. Paved crosswalks and designated intersections would further enhance the sense of place and renewal.
5. Continue the design themes established in Area 1, and provide similar streetscape elements throughout Area 2, the 'Office and Institutional' District. Brick paving should remain as the primary sidewalk paving for major corridors such as Main Street and streets adjacent to the Municipal Building complex. However, lawn to be provided between tree plantings with scored concrete delineating the pedestrian walkway. Additionally, ornamental pole lighting should be provided at a similar spacing as in Area 1.
6. Street furnishings such as benches and trash receptacles should be provided in more public oriented spaces as they develop. Development in Area 3, the 'Waterfront' District, should be similar to Area 1, with lesser quantities of benches and trash receptacles. Banners on ornamental pole lights would not be necessary here and at the proposed turn-around as shown on the plans. Still the continuation of the design theme will knit the areas together to uniquely define the redevelopment area.
7. The Future Development area, District 4, could eventually reflect Area 2 with brick paving, street trees, ornamental lighting and bench and trash receptacles.
8. All Districts should have hedges or screen walls to mitigate parking lots and unsightly views, especially in the highest priority areas along Randolph Road and Areas 1 and 2 and Main Street.
9. Provide a flexible design concept of streetscape improvements that can be implemented in stages as development and budgets allow.
10. The various areas all share lighting and street tree planting elements. These elements can be provided as development dictates.
11. Brick paving in Area 2, with the exception of Main Street, can be provided in limited areas in the sidewalk adjacent to the curb and at intersections.

DESIGN GUIDELINES

The following streetscape prototypical cross-sections and plans are intended to reinforce and add further detail to the preceding streetscape design guidelines and objectives.

34 *Downtown Master Plan* **PLANT PALETTE**

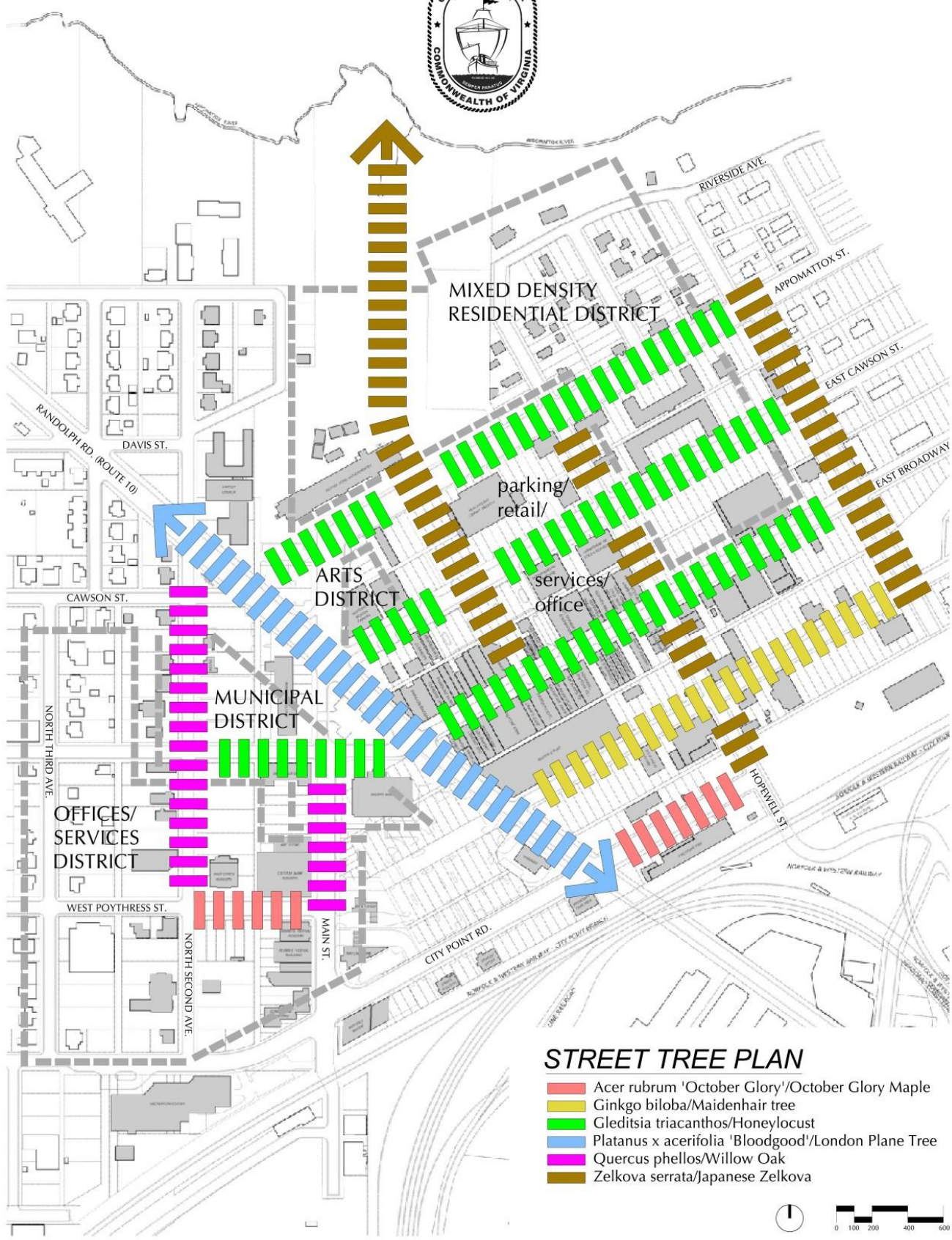
1. All streets and parking lots within the Downtown area are recommended to have shade tree plantings. Ideally, there will be moderate to large shade trees selected based on the following characteristics: ability to survive in urban environments; limited maintenance requirements; good shade quality; ability to provide well matched specimens; attractive branching characteristics; and attractive fall color.
2. The prototypical street tree recommendations correspond to the location and mature size of the tree selected. For street tree plantings in the retail district, street trees have a moderate dense canopy and with a moderate mature height and spread. In those areas where the building setbacks are greater and/or less pedestrian oriented, larger species are recommended. Street trees should be located to minimize sight distance conflicts at intersections, allow sufficient clearance for pedestrians and avoid interference with utilities. While it is preferable that overhead utilities be placed underground, there will be overhead lines in some locations for the foreseeable future. When these are present, street tree planting is limited and smaller trees may be provided. Tree planted beneath such lines must not interfere with secondary lines, located 21 feet above the ground. Typically, a 5-foot separation is recommended.
3. In all cases, the street tree plantings are intended to delineate and highlight the streetscape corridors, provide a theme to the various districts and substantially reinforce the development of the emerging Downtown.
4. Medians, key public open spaces and other important areas within the Downtown area shall be planted with complimentary ornamental trees.
5. In addition to the street and ornamental tree plantings, planting bed areas are also provided to reinforce the revitalization. Typically, 4' x 8' planting beds for the street trees are planted in groundcover and annuals in the Retail and Cultural Center Districts (Type A on the accompanying illustration). Where the traffic is more vehicular oriented, such as Randolph Road, beds of annual, perennials and shrub massings are recommended to complement the gateway into the Downtown in 4' x 12' planting beds (Type B on the accompanying illustration) and between the face of buildings and sidewalk were possible.
6. Parking lots adjacent to the Downtown streetscape should be screened. Shrub plantings of Manhattan Euonymus and Holly varieties are recommended.

HARDSCAPE MATERIALS AND STREETSCAPE FURNITURE PALETTE

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1. The palette of hardscape materials and streetscape furniture selected for the City of Hopewell's streets are designed to help complement other architectural elements and create an appropriate atmosphere for an attractive, vibrant Downtown. The palette, as described in the following recommendations, has been chosen to create a 'family' of like forms, colors and other characteristics and provided on both public and privately developed areas as shown on the Master Plan.

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STREET TREE PLAN

- Acer rubrum 'October Glory'/October Glory Maple
- Ginkgo biloba/Maidenhair tree
- Gleditsia triacanthos/Honeylocust
- Platanus x acerifolia 'Bloodgood'/London Plane Tree
- Quercus phellos/Willow Oak
- Zelkova serrata/Japanese Zelkova



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STREET TREE IMAGES



ACER RUBRUM 'OCTOBER GLORY'/
OCTOBER GLORY MAPLE



GINKGO BILOBA/
MAIDENHAIR TREE



GLEDITSIA TRIACANTHOS/
HONEYLOCUST



PLATANUS x ACERIFOLIA 'BLOODGOOD'/
LONDON PLANE TREE



QUERCUS PHELLOS/
WILLOW OAK



ZELKOVA SERRATA/
JAPANESE ZELKOVA

SHRUB IMAGES



EUONYMUS KIAUTSCHOVICUS
'MANHATTAN'



TAXUS x MEDIA 'HICKSII'



EUONYMUS ALATUS 'COMPACTUS'



ILEX CRENATA 'HETZII'



LIRIOPE MUSCARI 'BIG BLUE'
(GROUNDCOVER)



PRUNUS LAUROCERASUS 'OTTO LUYKEN'

STREET LIGHTS

1. Streetlights are a dominant vertical element and serve an important pedestrian and vehicular purpose. The recommended pedestrian/street fixture is the L-80 Series by Lumec. When located in paving, an ornamental aluminum pole with an anchor bolt assembly is required. When located in lawn or planted beds, a direct-bury pole is acceptable.
2. Streetscape lighting for Randolph Road, a more vehicular oriented roadway, is the ornamental cobra head fixture to match the character of the pedestrian pole in ornamental design and color. The pole assembly is provided by VISCO with an approved VDOT cobra head, painted black.
3. This fixture provides the utility needed to light this major corridor while continuing the design theme consistent through the Districts.

STREET FURNISHINGS

1. Bollards, benches, trash receptacles, bike racks and similar street furnishings have been selected from commercially available models with combined user comfort, low maintenance and limited ability to be vandalized. The recommended bench and trash receptacle are of traditional styles and metal. The curved lines of the bench and trash receptacles mimic details of the luminaire.
2. All metal parts of the street furnishings are to be finished in a gloss black powder coat. Benches are selected from the R-B Steelsites series, and trash receptacles are from the Ironsite series, both selections are manufactured by Victor Stanley, Inc.
3. Bollard selection is from Lumec and can be provided in plaza areas where the curb is in a flush condition and where vehicular delineation is required.

SPECIAL PAVING

1. Pedestrian areas, including sidewalks, public plazas and other spaces within the Downtown area should be paved with a high quality, colorful, attractive and durable material. The design guidelines recommend a standard modular clay brick paver, installed with hand tight joints on a mortar bed over a concrete base. Machine-made bricks are more dimensionally regular, and can be laid without grouted joints, which can be difficult to negotiate on foot. Some molded bricks are sand-finished before firing, resulting in a more textured appearance. These are more compatible with popular hand-made look of many face bricks. The recommended paver, Cushwa Sand Finished molded Paver #237, Cambridge Blend by Redland Brick, Inc., is a warm orange to brown and terracotta colored paver with a sand finish.
 2. Other pedestrian areas away from the core should be paved in broom finished concrete, scored in regular modules of not greater than 4' x 4'. Handicapped accessible ramps should be exposed aggregate concrete paving in accordance with City and VDOT requirements. The recommended concrete paver for crosswalks, other than Randolph Road, is the 'Azalea' dark red as manufactured by
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E. P. Henry. For paving at Randolph Road, the recommended crosswalk material is an imprinted, colored asphalt paving by StreetPrint which is a process

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SITE FURNITURE IMAGES



COBRA FIXTURE ON
ORNAMENTAL POLE



ORNAMENTAL
POLE LIGHT



BOLLARDS



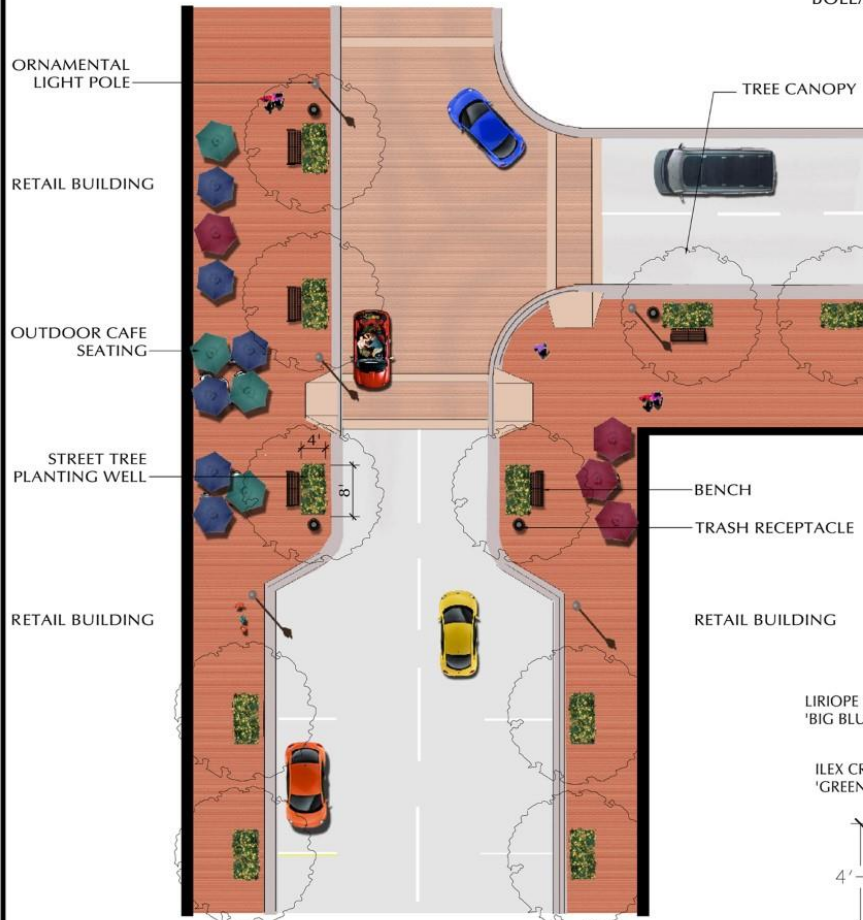
STREET BENCH



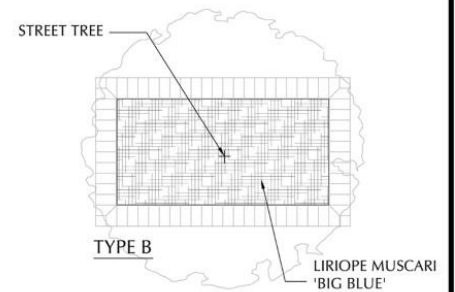
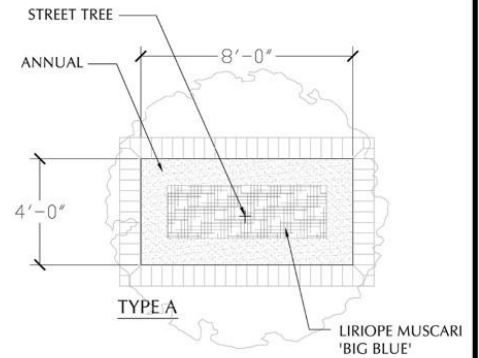
BIKE RACKS



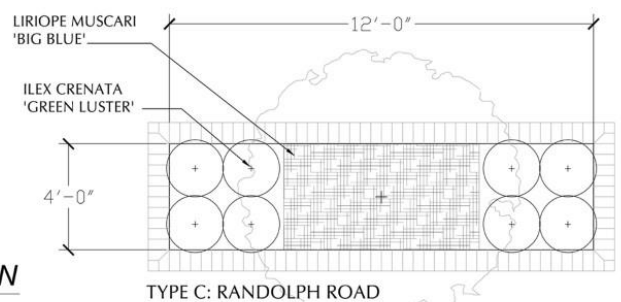
TRASH
RECEPTACLE
(FOREGROUND)



PROTOTYPICAL BROADWAY STREET FURNITURE PLAN



NOTE:
PROVIDE EDGING OF ANNUAL PLANTINGS ALONG ENTIRE BLOCK OF
EAST BROADWAY STREET AND THE NEW COPELAND STREET



patented by Integrated Paving Concepts Inc. It is installed by impressing hot asphalt with reusable templates with patterns that mimic brick, stone or other materials. The contractor then coats the patterned surface with an acrylic polymer resin containing aggregates and pigments. For Randolph Road, these guidelines recommend a 10'-wide crosswalk area textured to represent herringbone brick pattern, and edged in a header course pattern. The pigment should match the clay brick paver used on the sidewalk.

LIGHTING, STREET FURNISHINGS AND PAVING SPECIFICATIONS

1. Ornamental Cobra Head Light

Pole: Traditional style pole with 21'-6" height fluted tapered steel pole with final, decorative base, painted black. Spacing to be +/- 140'-160'.

Luminaire: Cobra head, black finish, as approved by VDOT.

Pole Assembly:

Manufacturer: VISCO

Product Representative: Ambiance Lighting

Phone: (301) 627-2000, Ext. 112

Model: V1-A9-F/21'-6"-MA

2. Ornamental Pole Light, Pedestrian Areas

Traditional style luminaire with 12' height fluted, tapered fiberglass composite pole with pebble-grain, black finish and one single break-away banner in anchor mounted in paving area application. Where applicable, provide a traditional, 12' height (above ground) direct-bury pole, fluted, tapered composite with pebble-grain, black finish for lights in lawn or planted areas. Spacing to be +/- 60' on center.

Luminaire:

Manufacturer: LUMEC

Product Representative: Ambiance Lighting

Phone: (301) 627-2000, Ext. 112

Model: L-80

Lamp: 100 watts high-pressure sodium

Optical System: (SE3) I.E.S. Type 111 cut off optical system, Color: Black

Pole (Anchor Application):

Manufacturer: W. J. Whatley, Inc.

Product Representative: Ambiance Lighting

Phone: (301) 627-2000, Ext. 112

Model: OA 406, 12' height

Options: PH8, photoelectric cell, BABDAXX, single break-away banner arm (byLUMEC), Color: Black

Pole (Direct Bury):

Manufacturer: W. J. Whatley, Inc.

Product Representative: Ambiance Lighting

Phone: (301) 627-2000, Ext. 112
Model: Allentown Series, OE406, Color: Black

3. Bollard

Traditional style, extruded aluminum, fluted, with Lumital polyester powder coat textured black finish.
Manufacturer: LUMAC
Product Representative: Ambiance Lighting
Phone: (301) 627-2000, Ext. 112
Model: R80A-TBCI, Color: Black

4. Bench

Traditional style, 6' length metal with back, powder coated black finish.
Manufacturer: Victor Stanley, Inc.
Phone: (800) 368-2573
Model: RB-28, Color: Black

5. Trash Receptacle

Traditional style, with side door loading, with powder coated black finish.
Manufacturer: Victor Stanley, Inc.
Phone: (800) 368-2573
Model: SD-42, Color: Black

6. Bike Rack

Contemporary, stainless steel, satin finish. Locations in parking garages and designated areas as space allows.
Manufacturer: AAA Ribbon Rack Co.
Phone: (212) 505-6500
Models: RB 05 (5 bike capacity), RB 07 (7 bike capacity)

7. Paving

Brick Pavers for Sidewalks and Walkway Portions of Drive Entrances:
Pavers shall be manufactured from shale; sand finished, and shall be fired to produce a dense paver with a maximum average absorption of 6% or less in a 24-hour cold water absorption test and an average maximum absorption of 10% in a 5-hour boil test. Pavers shall have an average compressive strength of not less than 8,500 lbs. per square inch for any five bricks tested.
Pavers shall meet or exceed ASTM C-902-91a, Class SX, Type II.
Size: 2-1/4" x 3-5/8" x 7-5/8" and 2-1/4" x 7-5/8" x 7-5/8".
Acceptable Products: Cushwa Sand Finished Molded Pavers, #237 Cambridge Blend as manufactured by Redland Brick, Inc., Cushwa Plant, Williamsport, Maryland (301) 223-7700, or approved equal.

8. Concrete Pavers for Crosswalk

Concrete paver shall be solid concrete masonry paving units composed of no slump concrete and shall exceed the requirements of ASTM-C936. Paving units shall exceed 8,000 psi for compressive strength and allow less than 5% water absorption.

Size: 3-1/8" x 4" x 8" and 3-1/8" x 8" x 8".

Color: Blend of colors matching crosswalks such as the 'Red/Charcoal Blend', natural finish, as manufactured by Hanover Architectural Products, Inc., (717) 637-0500.

9. Crosswalk Delineation for Crosswalks at Randolph Road

Imprinted, colored asphalt paving. Installer process: 'StreetPrint', patented by Integrated Concepts, Inc.

IMPLEMENTATION

A workable and comprehensive implementation strategy is absolutely essential to the success of any planning effort. It doesn't matter how exciting and visionary a plan is if only gathers dust on a shelf after its adoption. As outlined in this plan, the Implementation Strategy for Hopewell consists of three levels of effort. **Although differing in scope and magnitude, each of the tasks is equally important in realizing the Downtown vision.** The first tier is a series of immediate steps that set the stage for future actions by showing that the status quo is changing and by putting in place the organizational recommendations in the HyettPalma report. Some of these activities have already begun to occur including the removal of goods from the Broadway sidewalks. The second tier consists of projects that require higher levels of investment than the first tier but that can be implemented in the near or mid-term. Examples include the wayfinding system and the façade improvement program. The third tier of improvements are the large scale projects that will be the most visible and long lasting but that are the most intensive stage includes items that are more visible but that are more complicated and time consuming to implement such as the new Library and the residential development shown on the illustrative plan. It is critically important to remember that the steps outlined herein represent the best recommendations available at this time but that flexibility and openness to other approaches and ideas will be essential as Hopewell moves into the future.

The central focus of this section of the Downtown Hopewell Plan is the Implementation Matrix. The matrix lists each task to be accomplished by tier, identifies funding sources, assigns responsibility to one or more organizations or entities and lists anticipated public and private costs. Many of the implementation recommendations, especially those relating to retail, housing and organizational aspects of Downtown Hopewell effort are derived from the HyettPalma Study, published separately as an Addendum, and are discussed more fully in that document.

RESPONSIBLE PARTIES

Following is a list of the major entities and their overall roles in the Downtown Hopewell process:

1. **City Council and City Boards and Commissions** – The full hearted support of the plan and the implementation efforts by the Hopewell City Council will be critical in achieving the vision set forth in the Plan. Not only is their approval of the Plan necessary but the Council will play a pivotal role in developing necessary policies, providing funding and giving direction to the City Manager and staff. The various Boards and Commissions, but especially the Planning Commission will need to provide support and review in their various areas as well.
2. **Private Business** – In this context private business means not only for profit merchants and developers but also key not for profit actors such as the John Randolph Foundation. Private investment ranging from investments on the part of individual shop and building owners to developers, to citizens buying new homes, to the continued investment on the part of local banks and other institutions will fund many of the projects and activities called for in this Plan.

3. **City Agencies** – The Department of Development has already been an essential part of the development of this plan. This role will continue and even expand as implementation begins to happen. Other departments including Public Works and Police will also be involved. The City Manager should appoint an inter-departmental task force made up of the heads of the various departments to coordinate City activities.
4. **Downtown Hopewell Partnership** – HyettPalma recommends that a new organization made up of the key actors and stakeholders in Downtown. The function of this group will be to take ownership of the implementation of the Downtown Plan, provide leadership, increase awareness of Downtown improvement activities, increase investor confidence, motivate the private sector and increase coordination and cooperation in Downtown. HyettPalma also makes recommendations regarding staffing and funding.
5. **Hopewell Preservation, Inc.** – As the principal entity working on the renovation of the Beacon Theater and the great importance of that effort, Hopewell Preservation Inc. is a key participant in the Downtown's future.
6. **The Downtown Merchants Association** – Continuing and encouraging renovation, redevelopment and repositioning efforts throughout Downtown is an essential element in creating a new Downtown Hopewell. The members of the Downtown Merchants Association are among the most important stakeholders in the entire process and it will be largely due to their efforts that the vision presented for Broadway and other commercial areas will come into being.
7. **Others** – Many other groups not specifically mentioned above will make marked contributions to the implementation of this Plan. These groups or agencies include **Historic Hopewell**, whose efforts to create an historic district will make preservation tax credits available, the **Virginia Department of Transportation** which has responsibility for Randolph Road and other highways in the area and the **Chamber of Commerce**. Of utmost importance will be the support, encouragement, patronage and caring on the part of **Hopewell's citizens**.

FUNDING MECHANISMS

Every plan carries with it a stated or implied monetary cost. This can vary from a few hundred dollars to print a retail and restaurant guide to several million to undertake a major construction or infrastructure project. Beyond the typical public and private funding sources such as General Obligation or Revenue Bonds and conventional financing, there are a number of other funding sources and mechanisms that would be available to either pay for specific projects and programs or to provide incentives to encourage investment. The list below outlines many of the sources and techniques that would be applicable to Downtown Hopewell.

1. **Local Public Investment** – The most usual public funding sources are bonds, either general obligation or revenue, pay as you go capital or programmatic dollars that are part of the City's annual budget. However, there are other public sources of capital. These include:

- a. **Tax Abatements** – In this case the City agrees to forgo a certain amount of future revenue for a limited period of time to encourage a given activity. Generally, the real estate tax on a given property is frozen for a period of up to 10 years provided that a certain level of expenditure or improvement is reached. The result is that persons improving their property are not penalized when upgrading their asset. In Hopewell this technique could be of value in encouraging façade improvement projects or redevelopment.
 - b. **Tax Increment Financing** – In tax increment projects the City agrees to use increased revenues over and above the amount currently generated by a given property to fund public improvements such as parking decks, streets, sidewalks and streetscape, utilities and other hard construction. Typically, the local jurisdiction pledges the increased revenue (the increment) to retire bonds to pay for the improvements cited above.
 - c. **Dedicated Tax Revenues** – Another method of funding improvements or investment is to levy an additional tax on real estate, business taxes and other taxable activities, generally for a limited term, to provide funds to undertake streetscape, signage and other improvements. These monies may also be used to establish revolving loan pools that provide low interest loans to businesses and property owners to renovate existing buildings or to fund site improvements on publicly owned properties preparatory to the land's sale or lease for redevelopment.
 - d. **Land Write Downs or Leases** – Municipalities such as Hopewell that have considerable amounts of land have considerable leverage in attracting new, private investment. If the property was purchased using Urban Renewal or similar funds, it is possible to sell the property at lower than market rates in order to attract developers. For other properties where writing down the value is prohibited by State law, it is possible to enter into ground leases. This provides for initial development costs for the developer and allows the municipality to retain greater control over the investment in the long term and to even participate in a project's future profitability. In many instances lease payments are kept to a minimum in the early years of the lease in order to further reduce up front development costs.
2. **Private Sector Investment** – The majority of the monies that will be expended in realizing the vision of the Downtown Hopewell Plan will come from the private sector in the form of direct investment in development projects, improvements to existing buildings, home ownership on the part of individuals, investment in or establishment of new businesses and lending on the part of the financial community. While many of these dollars will be derived from traditional capital sources including both debt and equity, there are other mechanisms that may be used as discussed below:
- a. **Loan Pools** – In many locations, local financial institutions have established low interest loan pools to provide money to local businesses seeking to expand, upgrade their premises or undertake other improvements that will benefit the community as a whole. In many cases, these funding pools have been established in response to the financial institutions' responsibilities under the Community Reinvestment Act (CRA).

- b. **Business Improvement District (BID)** – In establishing a BID, local property owners agree to tax themselves to pay for public improvements and increased services over and above what the local jurisdiction is currently providing. This has been a very successful approach for both small and large communities throughout the country. Activities funded through BIDs include mounted and/or increased police patrols, marketing efforts such as festivals and advertising campaigns, greatly increased clean-up and other maintenance activities, enhanced streetscape, signage and similar efforts.
- 3. **Public/Private Partnerships** – Cooperation between the public and private sectors is being increasingly seen as an important part of any successful revitalization effort. Ranging in scope between mutual participation in marketing organizations to the private development of public facilities including schools, municipal buildings and infrastructure, public/private partnerships draw on the strengths of each to achieve common goals. Following are some of the ways in which public/private partnerships could be used to achieve many of the recommendations of this plan.
 - a. **Downtown Partnership** – The Downtown Partnership, listed above and discussed more fully in the HyettPalma Study, will provide a venue for the public and private sectors to meet to resolve issues relating to downtown redevelopment and a forum for charting the progress and next steps for implementing the Downtown Hopewell Plan. Funding for the Partnership could and should come from a variety of sources including City, foundation, business and individual contributions.
 - b. **Design/Build/Finance Construction** – The Commonwealth of Virginia recently enacted legislation, SB-681 (The Public/Private Partnership for Education Act), which removed many pre-existing barriers to public/private cooperation in the development and construction of public facilities. Under this scenario, a private developer undertakes the design, construction and finance of a public project with monies derived from tax exempt bonds issued either by a local Industrial Development Authority or other tax exempt entity. The municipality agrees to lease the facility for the life of the bonds. Upon retirement of the bonds, the asset then becomes the property of the local jurisdiction. The advantages to the community include much reduced time to delivery, reduction of development risk, less direct bonded indebtedness which impacts the bond rating and, potentially, lower overall cost.
- 4. **State Programs** – The Commonwealth of Virginia offers several programs which may be useful for providing incentives or support for businesses in Downtown Hopewell. These include the following:
 - a. **Enterprise Zones** – Hopewell already has an established Enterprise Zone. For businesses located within these areas, the State provides state tax reductions for qualified business and activities.
 - b. **Technology Zones** – Similar in many ways to the Enterprise Zone, Technology Zones provide tax and other incentives for businesses to locate within the recognized boundary.

- c. Virginia Small Business Financing Authority – The Authority provides a number of programs that provide low interest financing, credit enhancement, loan guarantees and other investment assistance to small businesses throughout the Commonwealth.
 - d. State Rehabilitation Tax Credits – For qualifying buildings and activities, the Commonwealth offers tax credits of up to 25% of the eligible rehabilitation expenses. These may be combined with similar Federal credits to greatly reduce the overall cost of rehabilitating historic buildings.
5. **Federal Programs** – The Federal Government has several programs that will also be of value to Hopewell as revitalization efforts progress. Among them are:
- a. Federal Rehabilitation Tax Credits – Similar in scope to the Virginia tax credits, these incentives for rehabilitation offer the ability to deduct as much as 20% of the eligible rehabilitation expenses for qualifying buildings and activities.
 - b. Community Development Block Grants (CDBG) – This program can be used for a wide variety of activities including economic development initiatives, housing rehabilitation, public infrastructure and others.
 - c. Transportation Equity Act for the 21st Century (TEA 21 Funds) – This is a program primarily geared towards highway and transit improvements. However, the Transportation Enhancement program sets aside grant funds for other activities including preservation and rehabilitation of historic transportation infrastructure, bike trail development and aesthetic improvements to roadways and transit facilities.

THE IMPLEMENTATION MATRIX

The implementation matrix on the following page is intended to provide an overview of the steps discussed in this document as well as the HyettPalma report and the Wells and Associates study necessary for the implementation of the Downtown Hopewell Plan. The matrix then identifies the principal and secondary responsibility for undertaking that task and likely sources of funding.

THE IMPLEMENTATION MATRIX

TASK	RESPONSIBLE PARTY							FUNDING SOURCE(S)				
HyettPalma recommendations are shown in bold	City Council & Commissions	Private Business	City Agencies	Downtown Partnership	Hopewell Preservation	Downtown Merchants	Others	Local Public	Private	Public/Private	State	Federal
TIER 1												
1. Develop a façade renovation program		X	X	X		X	X	X	X	X	X	X
2. Provide technical assistance to bus owners			X	X				X		X		
3. Encourage better merchandise and services			X	X		X		X		X		
4. Expand business hours				X		X			X			
5. Establish a business referral program			X	X				X		X		
6. Establish a list of available spaces/buildings			X	X					X	X		
7. Discourage merchandise display on sidewalks			X	X		X						
8. Market to potential office users	X	X	X	X								
9. Encourage the use of second story space		X	X	X		X						
10. Encourage live entertainment	X	X	X	X	X	X			X			
11. Clearly mark public parking areas		X						X				
12. Designate employee parking areas		X	X	X		X						
13. Encourage landscaping of existing parking lots	X		X	X		X		X	X			
14. Remove one way and parallel parking on Cawson	X		X									
15. Encourage business owners to upgrade signs			X	X		X		X	X	X	X	X
16. Amend the Zoning Ordinance as called for in Plan	X		X									
TIER 2												
1. Develop internal and external recruitment programs	X	X	X			X		X		X		
2. Institute a comprehensive marketing campaign		X	X	X		X		X	X	X		
3. Improve connections to residential areas			X	X				X				
4. Encourage more culture and entertainment	X	X	X	X	X	X		X		X		
5. Use City owned property to attract investment	X		X	X				X				
6. Demolish Butterworth warehouse for parking	X		X					X				
7. Create a parking management district	X		X	X		X		X	X	X		
8. Increase on-street parking			X					X				
9. Install traffic calming measures on Randolph			X				X	X			X	X
10. Improve access to Firestone site			X					X				
11. Reconfigure Appomattox Street	X		X					X	X		X	X
12. Establish capital program for streetscape	X		X					X				
13. Develop park next to Kippax Apartments			X	X				X				

14. Underground over head utility lines			X					X	X	X		
15. Create a wayfinding system			X					X				X
16. Upgrade banner system			X	X		X		X		X		X
17. Extend Randolph Road medians			X				X	X				X
18. Upgrade entries/boundaries			X	X		X		X	X	X		X
19. Landscape along rail road tracks			X	X		X		X	X			X
TIER 3												
1. Extend retail on Broadway with new development	X	X	X						X	X		
2. Develop additional office space at City Hall	X	X	X					X		X		
3. Replace commercially used residential	X	X	X						X			
4. Develop additional housing, office, hotel and retail	X	X	X					X	X			
5. Complete Beacon Theater project	X	X	X		X			X		X	X	X
6. Build new library and create arts district	X	X	X				X	X		X		
7. Replace Cornez Manor and Conway Apartments	X	X	X				X	X	X	X		
8. Consolidate social services	X		X				X	X		X	X	
9. Construct new parking structures as needed	X	X	X	X				X	X	X		
10. Relocate the truck scales on Randolph Road	X	X	X				X	X	X			
11. Develop new streets as shown		X	X					X	X	X		
12. Replace Ashford Plaza	X		X					X	X	X		
13. Develop Gateway Plaza at Beacon Theater	X	X	X	X	X		X	X		X		X

CONCLUSION

Downtown Hopewell is a place whose time has come. There is a resurgence throughout the country in interest in living and shopping in urban areas. Cultural tourism is on the rise as is interest in the Civil War. Unlike many towns and cities, Hopewell has retained the building blocks of a traditional Main Street. Because of its industrial base and institutions such as John Randolph Medical Center, the City has a strong economy overall. Through far sighted land acquisition, the City has positioned itself to be able to attract needed uses and development into Downtown. Hopewell is located within a two hour or less drive of major centers of population which can provide additional markets for the area. Lastly, the citizens, government and business community of Hopewell have a real commitment to making their Downtown a success.

This plan constitutes an aggressive but achievable vision of what the Downtown of the future can be like. Realizing this vision will require substantial investments of money, time and heart. It will require not only fulfillment of the grand gesture but also the small, incremental success. But most of all it will take the continued dedication of all of those who care about the future of Hopewell.

